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THE LINGNAN INSTITUTE OF BUSINESS ADMINISTRATION  
THE CHINESE UNIVERSITY OF HONG KONG

( A STUDY OF THE FEASIBILITY OF MARKETING  
HONG KONG MADE READY-TO-WEAR (R-T-W)  
LADIES' FASHION GARMENTS IN HONGKONG )



A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF  
THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF BUSINESS ADMINISTRATION (M.B.A.)

Thesis Committee

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(University of California, Berkeley)

May (1974)

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## ABSTRACT

The primary objective of this study is to find out if it is feasible to market Hong Kong made ready-to-wear ladies' fashion garments in Hong Kong. While Hong Kong manufactures many R-T-W garments, they are intended mainly for export, with the local market being neglected.

A sample size of 540 was calculated, but because of the time factor an actual sample of 144 was used. Respondents were chosen by quota sampling, with the structured interview technique being used. The questionnaire was pre-coded, and the data were analysed by computer. Three analytical techniques were used: MIAB (multiple cross tabulation program), discriminant analysis, and factor analysis.

The results of the study indicated that it is feasible to market Hong Kong made R-T-W in Hong Kong, provided that the manufacturers closely follow overseas fashion trends. The very strong buying power of the Hong Kong females was a very important result: they are not price sensitive, and they enjoy shopping for clothes.

Hong Kong females are interested in being attractive and want to have a sophisticated image. So long as a garment is fashionable--most of the respondents indicated that they follow



fashion trends with interest--they have no preference as to where it is made. If a new style is not available in R-T-W, they will go to a tailor to have it made. They prefer to shop at the same place for clothes, preferring boutiques and specialty shops. The availability of different types of clothes appropriate for different types of occasions is important to them.



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I thank Dr. Carmone for his patience and guidance during the course of the preparation of the thesis. Gratitude is due also to the Computer Services Terminal personnel and especially to Mr. Jerome Day for permission to work late at the Computer Services Terminal. I am also indebted to Mrs. Barbara Carmone for editing the thesis.

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<sup>1</sup>Due to the very large number of tables, only those which appear within the text are listed here. The rest are in Appendix A.

## 1.0 INTRODUCTION

### 1.1 Objectives and Background of the Study

This study attempts to determine if it is feasible to sell Hong Kong made ready-to-wear ladies' fashion garments (R-T-W) in Hong Kong. It is common knowledge that Hong Kong manufactured products are very difficult to buy in Hong Kong, because most manufacturers concentrate on their markets overseas and neglect Hong Kong as a market. Definitive reasons for this situation have never been presented. The author does not try to find these reasons, but rather, to find out local consumers' opinions towards Hong Kong made R-T-W currently available in Hong Kong--the study is market-oriented rather than production-oriented. The information from Hong Kong consumers is essential to assess the feasibility for locally marketing these fashion items.

The search for the information included pre-arranged interviews with consumers, as well as shoppers who were approached in department stores, boutiques, etc. Whether or not they had any preference as to the country in which the fashion apparel was manufactured was part of the questionnaire.

Hong Kong would seem to be an excellent potential market: since it is an island confining its population of four million,



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residents have to spend most of their disposable income in Hong Kong. Because of the Colony's small size, firms can spend less on the promotion of their products, as well as on the channels of distribution. This means that Hong Kong is an ideal market for manufacturers.

The author wishes to point out that there are two large manufacturing factories that have direct retail outlets in Hong Kong--Crocodile and YangtzeKiang--whose main product mix is shirts and pyjamas. These two manufacturing companies were formerly in the men's wear business, but they have horizontally integrated to include female apparel. Recently Crocodile has opened up a new section called the "Youth Boutique" where they sell ready-to-wear ladies' fashion garments (this may be indicative of a changing policy on the part of the manufacturer).

Still, presently, the majority of goods that are of high quality, good craftsmanship, or are very fashionable are usually exported.<sup>1</sup> By and large, only rejects, unwanted inventories, and those goods that are out of date, of poor

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<sup>1</sup> Sing Pao ( 成 報 ), January 18, 1973.



quality or are badly made are being sold to local residents.<sup>1</sup> This market strategy will no doubt cause Hong Kong to buy more overseas products, probably reinforcing the manufacturers' negative perception of Hong Kong as a market. Local firms have done little to create a positive estimation of Hong Kong products. It is uncommon for Hong Kong products to be considered low priced, low quality and low class by residents of the Colony.

This thesis originated as an assignment in Marketing under Dr. Gano E. Evans, of the Lingnan Institute of Business Administration, the Chinese University of Hong Kong. The objectives of that study were mainly to construct a consumer profile and examine consumers' attitudes towards imported and locally made fashion garments. The questionnaire was designed to collect data on pantsuits. The author found the results interesting and developed the questionnaire to include the whole spectrum of ladies' fashion garments.

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<sup>1</sup>These goods are usually sold by street-stall hawkers.

### 1.1.1 Hypotheses

Hypotheses were constructed from the results of the initial study (pre-test). It is postulated that consumers seldom seek information at the point of purchase. They do not regard price as an influential factor in their purchasing behaviour. The things they look for are quality, good fit, nice style, beautiful colours, and good material. There is no brand preference in fashion buying, and the country in which the garments were made is unimportant. On the other hand, social factors, such as family and peer acceptance are among important factors. There is also a contradicting psychology, viz, while the consumers do not wish to be non-conforming they do not like to wear any style that is being worn by many--that is when there is overadoption.

The act of purchase is not impulse buying. Personal judgment is involved. Consumers are well equipped with fashion information obtained from fashion magazines and/or from friends. However, the consumers seldom seek advice and seldom take advice from people.

### Division of Chapter One

This chapter is divided into two parts. Part I shows



the development of the ready-to-wear ladies' fashion industry, and in particular the building of this industry in Hong Kong. A brief history of Hong Kong is given, because it points out the composition of Hong Kong population, its social development and the cultural background of its people. A description of the development and adoption of western costumes by Hong Kong Chinese and the reasons for such changes are given. Part II offers the theoretical framework for the study.

## PART I

### 1.2 The Ready-to-Wear (RTW) Ladies' Fashion Garments Industry

The history of ready-to-wear ladies' fashion garments is very recent as compared with the history of costumes in general, which dates back nearly five thousand years to Ancient Egypt. Ready-to-wear ladies' fashions appeared at the beginning of the nineteen century. Until 1850, most of the garments manufactured were cut by dealers and sent out to be sewn by workers at home. The growing demand for ready-to-wear clothing soon made it necessary for the women's apparel industry to adopt the factory system of production.

In Hong Kong the situation is quite different. The



6  
clothing industry was at its embryonic stage up to the Korean War, nearly a hundred years behind the times. However, because of the adaptiveness and diligence of Hong Kong entrepreneurs and workers, the clothing industry had export sales of HK \$7,000 million in 1973.<sup>1</sup>

Hong Kong has been very quick in adopting western technology. However, the Hong Kong Chinese have been very slow in adoption western costumes, mainly because of the close ties of the Chinese to their culture and tradition. The traditional wear for Chinese women is the san fu (衫 袂), which is a short coat, and a pair of trousers. The Chueng San (長 衫) is the formal dress. The san fu is worn mainly by women of the low socio-economic class; the chueng San is worn mainly by middle and upper-class women for everyday wear, and by all three groups for formal occasions.

As Hong Kong became more dependent on trade, there were ample chances for "East to meet West." The socially "elite"

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1

Sonny Ismail, "Hong Kong Clothing Exports Rise by 50 Per Cent," Fashion 74, in South China Morning Post, March, 1974, p. 22.

started the trend. Office workers followed, because it was more convenient to work in western clothes than in a Chueng San.

Before going further, a history of Hong Kong is warranted to understand further the slowness of the Hong Kong Chinese adopting western costumes.

### 1.3 History of Hong Kong

Hong Kong is a British Colony. It was ceded to the British Crown under the Treaty of Nanking in 1842. At first it was used as a seaport to do business with Canton. At that time Hong Kong was a barren and sparsely populated island, but because of the unsettled conditions on the mainland, many Chinese took refuge in the Colony, bringing along their own traditions. Hong Kong became a Chinese community. Although Hong Kong was built by both the Chinese and the Europeans, there was little mixing of the two ethnic groups. Even the Government ruled under two sets of norms--the British laws and the laws of the Ching Dynasty.

Although the Chinese lived under British rules, western culture had little influence upon them. The Chinese formed their own communities and lived apart from the European communities. This practice can also be observed in the Chinatowns



in Vancouver, New York, San Francisco, etc. This is a major factor explaining why the adoption was slow.

#### 1.4 Adoption of Western Costumes by Hong Kong Chinese

However, as Hong Kong became industrialized, its people, especially the Chinese, began to have more contact with foreigners. The tourist boom in Hong Kong has also given the Chinese opportunities for exposure to western culture.

The gradual adoption of western clothing by Chinese began around 1950. At least five factors seemed to have influenced this change:

1. In the period 1948-9, as the forces of the Chinese Nationalist Government began to face defeat in civil war at the hands of the communists, the Colony received an influx of people who sought refuge in Hong Kong. Some of them were businessmen from Shanghai. Shanghai is a large seaport and had been open for trade with Europeans for a very long time. Shanghainese were accustomed to western costumes, and thus formed a nucleus for the gradual change.
2. After the liberation of Hong Kong in 1945, Hong Kong started to rebuild. Schools were started by the



Government, churches, and Chinese educators who fled from China. Students were required to wear school uniforms: young boys had to wear a shirt and short pants; the girls had to wear a skirt and blouse. These uniforms contributed to the eventual adoption of western costumes by the younger generation.

3. At that time there were no ready-to-wear Chinese costumes.

If a woman wished to get a new dress, she either had to make it herself or go to a tailor. Therefore, convenience was also a factor in bringing about the gradual change. Further, ready-to-wear women's apparel was not very expensive.

4. As Hong Kong began doing more trade with other parts of the world, the Chinese people in Hong Kong began to mix more with the Europeans. Many businessmen adopted the western costumes to show respect to their customers when they came to Hong Kong on business trips. The author remembers his grandfather wearing Chinese costumes to dinner parties when he was invited by Chinese friends and suits if he had to entertain overseas buyers. Since the man is the head of the family (this is a Chinese tradition), if a father condones western style clothing,

the trend will probably gradually catch on in the family.

5. During the Korean War, many American Navy men came to Hong Kong for holidays. Their arrival stimulated the service and tourist industries, creating a boom in the beer parlour industry. A lot of Chinese women got jobs serving drinks. They dressed in western clothing, stimulating even more the adoption of western costumes. These bar girls were sometimes innovators, e.g., the "bareback look" first caught on among the bar girls. Through conducting the study, the author observed that movie stars and the bar girls, and the rich socialites seem to be the three main groups of fashion leaders in Hong Kong.

### 1.5 Summary of PART I

Most women born in Hong Kong since World War II are more used to wear western clothes than Chinese clothes. The exception would be the girls in a few girls schools, where students wear for their uniform the Chinese Chuang San. Thus, education is a factor in the change in attitudes among Chinese towards the adoption of western costumes.

For those who were born in China, though, the percentage



wearing san fu is higher, especially those living in the New Territories and those of the low socio-economic class. Socio-economic class, then, is also important, as the women in the low socio-economic class are slower in adopting western costumes. Social acceptance, peer groups, and family are factors that need detailed study in the area of Chinese versus western clothing.

After having outlined the gradual adoption of western costumes in Hong Kong, the next step is to present the theoretical framework of the study.

## PART II

### 1.6 Literature Review

In the early stages of the development of western clothing in Hong Kong, western costumes were worn exclusively by rich Chinese. Then these costumes were copied by the "nouveau riche" (those who became rich because of the boom in the industries in the 1950's), and eventually the lower classes adopted their style. In general, the upper socio-economic classes adopt fashions first, as symbols of distinction, affluence, and exclusiveness. This phenomenon can best be described by the "trickle down"<sup>1</sup> theory of fashion adoption.

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<sup>1</sup>

George Simmel, "Fashion," American Journal of Sociology, Vol. 62 (May, 1957), pp. 541-58 (Reprint from the International Quarterly, Vol. 10 (October, 1904), pp. 130-55.



However, the above mentioned interpretation is vulnerable, especially in the modern Hong Kong environment. Today, mass communication media <sup>2</sup> speeded up the spread of fashion awareness. Fashion magazines provide detailed silhouettes of the latest fashions; this accelerated the adoption of fashion. Thus, the "trickle down" process may no longer be appropriate. Instead, fashion adoption may be a horizontal instead of a vertical process. This horizontal process is being known as the "trickle across"<sup>1</sup> theory.

#### 1.7 The "Trickly Across" Theory

The "trickle across" theory of fashion adoption is centered around the following four broad arguments:

1. Within the fashion season, the social culture and the fashion industry's manufacturing and merchandizing strategies almost guarantee adoption by consumers across socio-economic groups simultaneously in the time dimension.
2. Consumers theoretically have the freedom to select from a wide range of contemporary and classic styles in the season's inventory to satisfy the dictates of their physical features and personal taste.
3. The innovators and influentials play key roles in directing fashion adoption and represent discrete market segments within social strata.
4. The transmission of information and personal influence "trickle across" or flows primarily horizontally within social strata rather than vertically across strata.

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<sup>1</sup>

Charles W. King, Toward Scientific Marketing, American Marketing Association, (December, 1963), pp. 108-25.

This theory states that opinion leaders come only from the same strata, which is not always true, for it cannot explain the fashion adoption process in Hong Kong. The innovators and the influentials here do not always direct fashion adoption within social strata simultaneously. The "trickle across" model, nevertheless, suggests a form of "functional" segmentation. The innovators and influentials are identified as discrete market segments within social strata. This model suggests that the innovators and the influentials are the key links of the volume market. In Hong Kong, movie stars, socialites, and bar girls can all be called innovators and influentials; hence, this disparate group can set new trend fashion trends in Hong Kong.

#### 1.8 Motivation Model

This model used motivation theory and drive theory to explain consumers' purchasing behaviour. It proposed that every purchase made by the consumer involved some compromise and rationalization on his part.

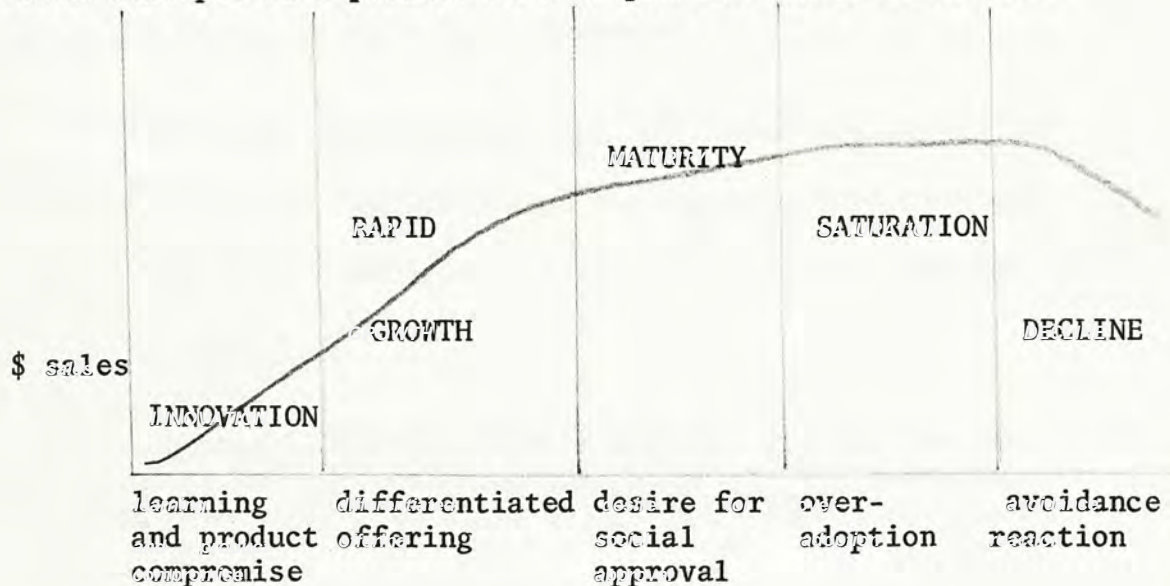
To the purchaser, a product is only one element in the use-system, which is the real source of the satisfaction of the desire set. A product delivers its potential satisfaction only in the context of some established set



of procedural habits organized around its use. Therefore habit pattern re-learning will slow down its adoption. This is why classics always come back into fashion. The consumers only reinforce their previous learning of the product.

The desire for social approval speeds adoption. Thus a style becomes the new fashion trend. However, it may lead to overadoption. The result is that overadoption leads to an avoidance reaction to the fashion style and triggers a decline from the peak.

This model (see Fig. I.1) makes full use of the basic concepts of a product as a compromise bundle of desired



#### LIFE CYCLE OF FASHION AND HUMAN MOTIVATIONS

FIG. I.1



attributes, demand as a desire set based on social conditioning, and motives as existing in a dynamic hierarchy and constantly being restructured in the very process of their appeasement. The speed of adoption of a fashion depends on the amount of required learning, and role perception learning.<sup>1</sup> Therefore the consumer is influenced unconsciously in his purchasing behaviour by his personal judgment based on the vectors of his socio-psychological and economical interactions.

This theory is important, because it explains the existence of classics among fashions. It also explains why the product characteristics are important in influencing purchase.

#### 1.9 The Theory of Life Style Segmentation

Life style segmentation is a new method for segmenting markets. It is the combination of two concepts into a single system. One of the concepts is life style patterns, and the

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1

Chester R. Wasson, "How Predictable are Fashion and Other Product Life Cycles?" Journal of Marketing, American Marketing Association, Vol. 32, No. 3 (July, 1968), pp. 36-43.

other is market segmentation. Life style patterns are defined by William Lazer as "... a system concept. It refers to a distinctive mode of living in its aggregate and broadest sense.... It embodies the patterns that develop and emerge from the dynamics of living in a society."<sup>1</sup>

### 1.9.1 Life Style Patterns

The most widely used approach to life style measurement has been AIO (Activities, Interests and Opinions) rating statements.<sup>2</sup> Life style as used in Life Style Segmentation Research measures people's activities in terms of (1) how they spend their time; (2) their interests, what they importance on in their immediate surroundings; (3) their opinionond in terms of their view of themselves and the world, and (4) some basic characteristics such as their stage in the life cycle, income, education, and where they live. Therefore "the basic premise of life style research

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1

William Lazer, "Life Style Concepts and Marketing," Towards Scientific Marketing, ed. by Stephen Greyser (Chicago: American Marketing Association, 1963), pp. 140-51.

2

William Wells and Doug Tigert, "Activities, Interests and Opinions," Journal of Advertising Research, Vol. 2 (August, 1971), pp. 27-35.



is that the more one knows about the consumers, the more effectively one can communicate and market to them."<sup>1</sup>

Life Style Segmentation is also a psychological approach. This method measures and distinguishes the total forces that influence a man's way of living. Life style patterns combine the virtues of demographics with the richness and dimensionality of psychological characteristics and depth research. Life style deals with the everyday, behaviourally oriented facets of people, as well as their feelings, attitudes and opinions. Life style patterns provide a broader, more three-dimensional view of customers, so that one can give more intelligent consideration to them in terms of the most relevant product positions, communication, media, and promotion.

#### 1.9.2 Market Segmentation

Market segmentation is a method used to identify consumer differences, and then group them in such a way that a

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<sup>1</sup>Joseph T. Plummer, "The Concept and Application of Life Style Segmentation," Journal of Marketing. Vol. 38, No. 1 (January, 1974), pp.33-37.

better understanding of the population under consideration emerges. Thus the focus in segmentation is on the differences between identical groups, on certain criteria, such as brand purchasing, brand attitudes, media patterns, etc. Segmentation often reveals hidden information that may be lost by using averages. There are two approaches to segmentation: the first approach is people-oriented and uses demographics, social class, stage in life cycle, product usage, innovativeness, and psychological characteristics as constructs; the second approach measures product characteristics, either directly or indirectly, as indicated by consumers.<sup>1</sup>

### 1.9.3 Conclusion

Life style segmentation begins with people instead of products and groups them by life style "types" based on a wide range of activities, interests and opinions. Thus life style segmentation can suggest new product opportunities. It may also give some insight as to how well Hong Kong made ready-to-wear ladies' fashion garments are meeting the needs of consumer "types," possibly leading to the conclusion that there

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1

William Cunningham and William Crissy, "Market Segmentation by Motivation and Attitudes," Journal of Marketing Research, Vol. 9 (February, 1972), pp. 100-103.



is a market for Hong Kong made ready-to-wear ladies' fashion garments in Hong Kong.

## 2.0 METHODOLOGY

### 2.1 Introduction

This chapter deals with the methodology used in our study. It is divided into three parts: the first part tells how the sample size was obtained and which sampling technique was chosen; the second part is concerned with the method of collecting data; the last part depicts the method used for interpreting the data. The analysis of the data is given in Chapter 3. Conclusions and the verification of the hypotheses and recommendations is presented in Chapter 4.

### 2.2 Sample Size

One important phase in planning a research study is the setting of the sample size to be drawn, in order to achieve a desired level of precision. Sampling is essential, because it is not feasible to collect data from every member of the population each time a marketing survey is done; yet only properly conducted sampling will produce statistics similar to those which would emerge from a fully exhaustive study. Thus differences between the target



population and the sample are to be minimized.

In this thesis, a suggested sample size of 540 was calculated by the following formula<sup>1</sup> and assumptions:

$$\text{Sample size (n)} = \frac{K^2 \cdot DF^2 \cdot p(100 - p)}{L^2}$$

where K is the multiple associated with the standard error in defining confidence limits. The author has arbitrarily chosen the value of K as 1.4, which means a 90 per cent confidence interval.

L represents the other term in the qualifying statement, the limit (above or below the estimate) within which the required level of confidence holds. Here a value of 5 per cent was chosen.

DF is the design factor of the sample design. An arbitrary value of 1.4, which is recognized as being a particularly good sample design, was selected.

P is set at the level at which it will have the maximum effect on the sample size: 50 per cent.

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1

Martin Collins, "Sampling," Consumer Marketing Research Handbook, ed. by Robert M. Worrester (New York: McGraw-Hill, 1972), pp. 61-62.

By substituting the element values into the formula,

$$n = \frac{1.64^2 \times 1.4^2 \times 50(50)}{5^2}$$

$$= 540$$

It is rather unfortunate that because of the time factor, only 150 respondents were interviewed.

### 2.3 Collection of Data

Owing to the difficulties of random sampling, a non-random sampling technique, called the "quota sample" is used, whereby interviewers were given a quota to fill. The main disadvantage of quota sampling is that the idea of sampling errors cannot be applied to this type of sample, because it does not satisfy the conditions which define an unbiased random sample. However, according to one experienced marketing researcher, many of the weaknesses of quota sampling arose from poor execution rather than inherent shortcomings of the technique itself.<sup>1</sup>

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<sup>1</sup>

Richard D. Crisp, Marketing Research, (New York: McGraw-Hill, 1957), pp. 247-260.



Because the interviewers were not professionals, and they were very busy with their own concerns, only a few sessions on how to collect data through structured personal interviews were conducted. The interviewers were friends of the author, and voluntary helpers; therefore, minimum control was exercised. The author suspects that there was a tendency on the part of the interviewers to interview their friends, relatives and colleagues in the office, in order to meet the quota.

#### 2.4 Methods of Collecting Data

Structured personal interviews were used. The advantages of structured direct personal interviewing are many. The questions can be previously arranged, thus offering systematic and logical evaluation. There is an interviewer to explain any misunderstandings which might arise from misinterpretation of the questions. The respondents can be prodded slightly to answer all questions, by indicating to them the importance of the information, etc.

The disadvantages of structured personal interviews, however, is that the interviewees look for hints to the response. The interviewer may bias the respondent into

thinking that he is looking for a particular answer.

The questionnaire (see Appendix C) was designed to measure the validity of the hypotheses. The questionnaire consists of five parts. Part One contains general questions on the consumers' buying behaviour and their preferences towards what they wear for different occasions. For instance, Question 17, (Appendix C) was asked to determine the respondents' feeling towards various styles of garments they wear. They were asked about their knowledge of the dominant fashion styles of last season, and the styles that will be popular this year in fashion world in general and in Hong Kong in particular.

Part Two of the questionnaire is designed to get information to measure the clothing characteristics that are important in influencing purchases for clothes to be worn on different types of occasions, namely for everyday wear, for relaxing at home, and for special occasions. This section is especially designed to find out if there are any differences in the consumers' attitudes towards wearing certain types of garments for different occasions.

Part Three attempts to roughly determine the respondents' "life style". Sixty-one statements were formulated for this purpose. Semantic differential was used.



The semantic differential procedure enabled the author to probe into both the intensity and the content of respondents' attitudes towards R-T-W ladies' fashion garments. This was done by asking the respondents to describe the agreeableness of certain statements according to a set of polar adjectives.

Part Four consists of Likert Scales to measure how the respondents usually find out about new styles. The respondents' opinions towards the factors that influence their choice when buying ready-to-wear ladies' fashion clothing are also evaluated in this part.

Part Five is the classified information. This section is important for a demographic understanding of the consumers. This section can also be used for socio-economic segmentation to find out the available market segments in ladies' fashion among Hong Kong women - both the Chinese, and the non-Chinese (who are mainly expatriates).

The total interviewing time ranges between thirty and forty-five minutes, depending on the respondents' understanding of English. Most of the respondents were Chinese, but as previously mentioned, some were non-Chinese. Filter questions were used to establish whether the respondents

enjoy window shopping and whether they buy Hong Kong made garments or imported garments. Colour cards were used for different Likert scale segments. The funnel technique<sup>1</sup> is used to build up a good relationship between the interviewing parties.

During the preparation of the data, six questionnaires were found invalid due to incomplete data. Because of the length of the questionnaire, the respondents became impatient. To some of the questions, Questions 13b, 18, and 19 particularly, the answers seemed to have slipped their mind.

The respondents were all female between the ages fifteen and fifty-five. The author chose this age range because he considers this group the most likely potential fashion buyers. The questionnaire is in both English and Chinese. However, owing to the time factor, the Chinese questionnaire was not pre-tested for any semantic differential. Nevertheless, the author is satisfied with the translation. The questionnaire was pre-coded so that the data could be computerized.

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The "funnel technique" is beginning with very general questions, then gradually asking questions of a more specific or confidential nature.



## 2.5 MTAB (Multiple Cross Tabulation Program)

The author used the classified information as standard banners, and cross tabulated them against the whole of the questionnaire. Then the respondents were divided into three segments based on their interest in following the fashion trend in Hong Kong. The segmentation was arrived at by using the answers given by the respondents to Question 9 of the questionnaire (Appendix C). Filters were used to separate the frequent buyers of Hong Kong made garments from the infrequent buyers, and the frequent buyers of imported garments versus the infrequent buyers.

## 2.6 Multi-variate Technique

A second technique used by the author to analyse the data was discriminant analysis. Discriminant analysis is a type of multi-variate technique. In this analysis the criterion variable is nominal scaled, whereas the predictor variables are interval scaled.<sup>1</sup>

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1

Green and Tull, Research for Marketing Decisions (2nd ed.; Englewood Cliffs, N. J.: Prentice-Hall, Inc., 1970), p.342.

The criterion variable is obtained from respondents' answers to Question 9. The respondents are classified into three groups: Group 1 are the non-followers of fashion trends; thirty seven of the respondents are in this group. Group 2 are the fashion followers, and there are 101 in this group. Group 3, those who closely follow trend, number only six.

The predictor variables chosen were those factors that influence the respondents' choice when buying ready-to-wear ladies' fashion garments. The analysis was run to predict whether the three groups of respondents were classified correctly and to see whether there were significant differences among the profiles of the a priori defined groups.

## 2.7 Factor Analysis

Besides performing the discriminatory analysis, factor analysis was also used. This technique was used to find out the relationship between sets of variables, namely, the sixty-one statements of consumer attitudes.<sup>1</sup>

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See Part III of the questionnaire, Appendix C.



Factor analysis is a multi-variate technique also, and it is defined by Kendall as that "branch of statistical analysis which is concerned with relationships of sets of dependent variate."<sup>1</sup> To interpret a factor, the variables that are highly correlated (+ve or -ve) with it are identified from the factor structure.<sup>2</sup> These variables then hopefully offer hints as to what the factors represents.

A more meaningful way to interpret a factor is to use the factor loading of the varimax. Varimax is a method of factor rotation. It attempts to maximize the number of factor-variable correlations that are either high or low. As a result, a factor can be uniquely and strongly associated with a limited number of variables. Ten factors were extracted to explain the sixty-one variables, and to mirror the life-style pattern of the fashion consumers under study.

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1

M. G. Kendall, A Course of Multi-variate Analysis (New York; Hafner Publishing Co., 1957), p.6.

2

David A. Aaker, Multivariate Analysis in Marketing: Theory and Application (California: Wadsworth Publishing Co., 1971), p.209.

### 3.0 ANALYSIS OF THE DATA

#### 3.1. Introduction

The intention of this study is to find out the feasibility of marketing Hong Kong made ready-to-wear ladies' fashion garments in Hong Kong. Part 1 of the questionnaire<sup>1</sup> was cross tabulated against the standard banner-followers of fashion trends, and non-followers. Filters were used to separate the frequent buyers of Hong Kong made ready-to-ready ladies' fashion garments from the infrequent buyers, and to separate the frequent buyers of overseas made ready-to-wear ladies' fashion garments from the infrequent buyers.

##### 3.1.1 Analysis of Part One of Questionnaire<sup>1</sup> Using MTAB

Since the main objective of this thesis is to study the feasibility of marketing Hong Kong made ready-to-wear ladies' fashion garments in Hong Kong, in the analysis it is important to understand the reasons for the differences between frequent and infrequent

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<sup>1</sup>See Appendix B.



buyers of imported R-T-W.<sup>1</sup> Also it is vital to find out the differences between frequent and infrequent buyers of Hong Kong made R-T-W. The frequent buyers of Hong Kong made R-T-W represent the existing market segment. To know this segment is important, but it is more important to search for unexplored market segments to increase the feasibility of marketing Hong Kong made R-T-W.

An analysis of the results of Table 1 shows the differences between the trend followers, and the non-followers among the frequent buyers of Hongkong made R-T-W ladies' fashion garments group as cross tabulated against their behavioural pattern in shopping. 13.3 per cent of trend followers went shopping frequently, as opposed the non-trend followers, none of whom went shopping frequently.

For the frequent buyers of Hong Kong made R-T-W, 66.2 per cent went shopping at least once a month. 45.2 per cent said that they generally visited the same stores when buying clothes. 51.6 per cent liked shopping in boutiques and specialty stores. Interestingly, 64.6 per cent have seldom sought or never seek information.

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R-T-W is the abbreviation of ready-to-wear ladies' fashion garments.

Table 2 and Table 3 use the same standard banner--trend followers and non-followers--and cross tabulate against the shopping behavioral pattern. An analysis of the results of Table 2 shows that 53.5 per cent of the infrequent buyers of Hong Kong made R-T-W seldom went shopping. It is interesting as well that 71.4 per cent of the non-trend followers within this group seldom went shopping. This may be a potential market segment which needs further study. Of the infrequent buyers of Hong Kong made R-T-W, 56.7 per cent went to the same stores when buying clothes. 46.7 per cent shopped at boutiques and specialty stores when shopping for clothes. 50 per cent have seldom or never sought information.

Table 3 shows that the differences in shopping behaviour between the trend followers, and the non-followers among the frequent buyers of overseas made R-T-W. The results show that 40 per cent of the non-followers seldom went shopping, while only 3.7 per cent of the non-followers seldom or never sought information. Only 43.5 per cent of the trend followers did not. This table also shows that 85.7 per cent of the frequent buyers of overseas made R-T-W went shopping at least once a month. 67.8 per cent usually went shopping at the same places. 71.4 per cent went to boutiques and specialty stores for shopping. 50 per cent have never or seldom sought information.



Table One through Three separate the respondents into three groups according to frequency of buying as follows: 1) frequent buyers of Hong Kong made R-T-W, 2) infrequent buyers of Hong Kong made R-T-W, and 3) frequent buyers of overseas made R-T-W. These groups were further subdivided according to how closely they follow fashion trends.

Table 4 maps out the attitudes of the respondents in general. It can be seen that 59.7 per cent of the respondents went shopping at least once a month. 49.3 per cent went shopping in boutiques. 45.5 per cent went to the same stores to shop for clothes. 55 per cent have seldom or never sought information.

The results in Tables 5 to 7 show that the non-trend followers among all three groups (frequent buyers of Hong Kong made R-T-W, infrequent buyers of Hong Kong made R-T-W, and frequent buyers of overseas made R-T-W), are more likely to go shopping with friends. Among the frequent buyers of Hong Kong made R-T-W, 52.9 per cent of the non-trend followers went. Table 6 shows that 42.9 per cent of the non-followers among the infrequent buyers of Hong Kong made R-T-W went shopping with friends. Table 7 shows that of the non-trend followers among the frequent buyers of overseas made R-T-W, 60 per cent

went shopping with friends.

Table 5 also shows that only 14.5 per cent of the frequent buyers of Hong Kong made R-T-W never seek advice. 79 per cent enjoy window shopping, with 71 per cent of those who enjoy window shopping ending up buying. 95.2 per cent of the frequent buyers of Hong Kong made R-T-W went shopping with friends.

Table 6 shows that 13.3 per cent of the infrequent buyers of Hong Kong made R-T-W never sought advice. 6.7 per cent have never gone shopping with friends. 83.4 per cent of those who enjoy window shopping ending up buying. 63.3 per cent have tried designing clothes.

Table 7 shows that 17.9 per cent of the frequent buyers of overseas made R-T-W have never sought advice. 75 per cent enjoy window shopping, ending up buying. 3.6 per cent of the frequent buyers of overseas made R-T-W have never gone shopping with friends. 76.6 per cent have tried designing their own clothes. Further analysis of these tables show that more trend followers know clothes designing.

The next three tables (Tables 8, 9, 10) record the findings on the respondents knowledge of fashion trends on the local scene. The results in Table 8 shows that 53.5 per cent of the frequent buyers of Hong Kong made R-T-W thought that the speed of overseas fashion being adopted in Hong Kong was



less than a year. Table 9 shows that 47.7 per cent of the infrequent buyers of Hong Kong made R-T-W thought it was less than a year. Table 10 shows that 42.9 per cent of the frequent buyers of overseas made R-T-W believed it was more than a year. A further study revealed that non-trend followers tend to believe that the speed of adoption of overseas fashions in Hong Kong is from one to two years. It is also important to note that the respondents indicated they would go to a dress-maker if they could not buy a style they particularly like in Hong Kong.

It is interesting to see from the results of Table 11, 12, and 13 that the respondents would buy and wear a new fashion garment immediately when it becomes available in Hong Kong. In Table 11, the trend followers and the non-trend followers were the standard banner used to cross tabulate against the attitude of the respondents towards a newly introduced fashion garment. The results show that 56.6 per cent of the frequent buyers of Hong Kong made R-T-W would buy and wear a new fashion garment immediately when it becomes available in Hong Kong. No much difference showed up between trend followers and non-followers with regard to wearing a new fashion item. Tables 12 and 13 second these results.

56.6 per cent of the infrequent buyers of Hong Kong made R-T-W, and 60.7 per cent of the frequent buyers of overseas made R-T-W respectively, would buy and wear a new fashion immediately if it becomes available in Hong Kong.

In Tables 14 and 14a, the results were cross tabulated against the districts where garments were purchased within the last six months. It was found that the districts respondents most often visit when buying clothes are Central, Causeway Bay, Tsimshatsui, and Mongkok. When comparing the different groups by the districts in which they shop most, it was found that the districts that the frequent buyers of Hong Kong made R-T-W shopped were mainly in the four districts mentioned earlier. The infrequent buyers of Hong Kong made R-T-W, however, shopped mainly in Central and Tsimshatsui and the frequent buyers of overseas made R-T-W also shopped in Central and Tsimshatsui (Table 14a).

An analysis of the results of the respondents' opinion of what the dominant styles were in Hong Kong last season, shows that the consumers have different conceptions as to what it was. Table 15 shows that 11.8 per cent believed it was knee-length, 10.4 per cent thought that it was pantsuits, and 8.3 per cent said it was the ragged looking denim wear type.

The respondents were divided into three groups again. These groups were cross tabulated against the respondents' opinion



of what the dominant style was in Hong Kong last season. Of the frequent buyers of Hong Kong made R-T-W it was found that 12.9 per cent believed it was pantsuits, 13.3 per cent thought it was knee-length, and 13.3 per cent said that it was bareback (Table 17). Among the frequent buyers of overseas made R-T-W, 14.3 per cent thought that the ragged look was the style in Hong Kong last season. 10.7 per cent thought that it was either the mini, pantsuits, or knee-length (Table 18).

The results of the respondents' opinion as to what will be the next styles to dominate the Hong Kong fashion scene are given in Tables 19, and 20. It was found that 16.7 per cent of the respondents thought it would be knee-length, 13.6 per cent thought that it would be trousers and pants, and 13.6 per cent thought that it would be the mini. The respondents were again divided into three groups: the frequent buyers of Hong Kong made R-T-W, infrequent buyers of Hong Kong made R-T-W, and frequent buyers of overseas made R-T-W, as shown in Table 20. The results show that 15.9 per cent of the frequent buyers of Hong Kong made R-T-W think that the fashionable styles that will predominate in Hong Kong next season will be trousers and pants. 14 per cent think that it will be either the knee-length or the mini.

Of the infrequent buyers of Hong Kong made R-T-W, 19.4 per cent think that the most fashionable style in Hong Kong in the coming season will be knee-length. 16.7 per cent think it will be either trousers and pants or the mini. For the frequent buyers of overseas made R-T-W, however, the results show that 14.9 per cent think that the midi will be the most fashionable. 12.8 per cent think it will be the mini. 10.6 per cent feel that it will be ragged looking denim wear. 10.6 per cent think it will be either bareback or knee-length. From this analysis it seems that the mini will stay in fashion again this year, at least in Hong Kong.

Table 21 shows that Japan was the chief competitor of Hong Kong made R-T-W. The survey showed that 39.6 per cent of the respondents bought fashion garments made in Japan. 12.5 per cent bought fashion garments made in the United Kingdom, and 11.1 per cent bought fashion garments made in America. 13.9 per cent of the respondents did not know in which country the imported garments were manufactured.

An attempt was to find out which wardrobe items are important to Hong Kong females in general. The results are presented in Tables 22 through 29. Table 22 shows that mini skirts are still an important item in the wardrobe of the Hong Kong females. Only 25.7 per cent of the respondents said that they did not possess any mini skirts.



Midi skirts, however, do not seem so popular. 54.9 per cent did not own any midis. 39.6 per cent have between one and four midis.

The maxi is not very popular in Hong Kong. 51.4 per cent of the respondents did not have any maxis. 40.3 per cent have between one and four maxis (Table 23).

Table 24 shows that 77.8 per cent of the respondents did not have any bareback garments. Table 25 shows that 56.9 per cent of the respondents did not have any doll-style smocks.

Table 26-29 show that 30.6 per cent did not have any pantsuits, 9.7 per cent did not have any pants and trousers, 43.7 per cent did not have any knee-length dresses or skirts, 20.1 per cent of the respondents did not own any skirts. Therefore it can be seen that the wardrobe of Hong Kong females is generally composed of trousers and pants, mini skirts, and pantsuits. Blouses and knit tops, T-shirts and shirts are also popular.

The respondents were then divided into three groups: frequent buyers of Hong Kong made R-T-W, infrequent buyers of Hong Kong made R-T-W, and frequent buyers of overseas made R-T-W. These groups were further subdivided into trend followers and non-followers. These two categories were used as the standard banner and cross tabulated with the wardrobe of the respondents.

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 LINGNAM INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS  
 SUPERVISOR DR. F. J. CARMONE  
 VINCENT SUEH KNOX SUN P.S.C. (ZOO.)

*****									
* COUNTRY OF ORIGIN OF IMPORTED CASHMERE GARMENTS									
AMERI	FRANCE	ITALY	AUST	H. K.	JAPAN	SWITZER	*DON'T		
Ca			RIA			-LAND	OTHERS	KNOW	
*****									
16	6	8	6	18	57	0	13	26	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
11.1	4.2	5.6	4.2	12.5	39.6	0.0	9.0	13.9	
*****									

Table 21 Country where the imported clothes were  
 Being Manufactured



The results are given in Tables 30 through 61. An analysis of the results showed that the non-followers of fashion trends tend to have smaller wardrobes.

Table 62 is a summary of these tables. It shows that a larger percentage of the followers than the non-followers own more of the styles mentioned in the questionnaire. For example, only 13.3 per cent of the trend followers indicated that they do not have any mini skirts, while 41.3 per cent of the non-followers among the frequent buyers of Hong Kong amde R-T-W donot own any.

After describing the wardrobe of the Hong Kong females, and exposing the differences between the followers of fashion trends and the non-followers with regard to wardrobe composition. The spending behaviour of the Hong Kong females will be examined. Understanding the preferences of the items composing the wardrobe is important, but it is more important to know if Hong Kong females are willing to spend money on enlarging their wardrobe. Therefore, Questions 18,19 and 21 were designed to find the answers. The results are shown in Table 63.

Table 63 shows that amount of money the respondents spent on clothes last season (Fall/Winter, i.e., from September to December). It shows that 26.4 per cent of the respondents spent under \$200. 21.5 per cent spent between \$201 to \$400. 19.4 per Cent spent from \$401 to \$600. 8.3 per cent spent from \$601 to

\$800. 9.7 per cent spent from \$801 to \$1,000. 12.6 per cent spent more than \$1,000. The table also shows that 44.4 per cent of the respondents planned to spend less than \$200 for the coming season, i.e., from March to June. 22.9 per cent will spend from \$201 to \$400. 2.1 per cent will spend from \$601 to \$800. 4.2 per cent will spend from \$801 to \$1,000. 3.5 per cent will spend more than \$1,000.

This survey shows that females spent more money in a year on clothing than males. It has been calculated that Hong Kong per capital spending on clothes was \$250 a year for 1971.<sup>1</sup> From the figure obtained through the questionnaire Hong Kong females spent this amount of money on clothes in just one season. These figures, therefore, reflect the buying power of Hong Kong women, which is very strong. A further analysis shows that Hong Kong women are willing spenders. Only 11.8 per cent of the women responded that they did not buy anything during their most recent shopping trip. 33.3 per cent spent less than \$50. 23.6

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<sup>1</sup>Ming Pao Evening Post (明報晚報), September 26, 1973.



PERCENTAGE OF RESPONDENTS WHO DO NOT POSSESS THE  
"STYLES" IN THE COMPLETE WARDROBE OF THE WHOLE YEAR

	MINI	MIDI	MAXI	BARE BACK	DOLL STYLE CROCK	PANT SUITS	TROUSERS AND PANTS	KNEE LENGTH	SKIRTS	
Frequent Buyers of Hong Kong made Ready-to-Wear	13.3 41.2	40.6 70.6	44.4 64.7	75.6 100	55.6 76.5	17.8 58.8	11.1 23.5	42.2 23.5	22.2 35.3	Trend Follower Non-followers
Frequent Buyers of Overseas made Ready-to-Wear	21.7 60.0	54.8 40.0	39.1 40.0	65.2 80.0	52.2 30.0	13.0 60.0	8.7 40.0	39.1 60.0	21.7 0	Trend Followers Non-followers
Infrequent Buyers of Hong Kong Made Ready-to-Wear	30.4 57.1	43.5 71.4	43.5 71.4	69.6 85.7	50.9 57.1	13.0 71.4	4.3 28.6	34.8 85.7	21.7 14.3	Trend Followers Non-followers
Infrequent Buyers of Overseas Made Ready-to-Wear	30.3 53.3	48.5 73.3	66.7 60.0	75.8 100	60.6 66.7	21.2 40.0	6.1 6.7	48.5 60.0	24.2 13.3	Trend Followers Non-followers

Table 62

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MONEY SPENT ON CLOTHING LAST FALL/WINTER (SEPT. - FEB.)													
TOTAL SAMPLE	UNDER 200	201- 400	401- 600	601- 800	801- 1000	1001- 1200	1201- 1400	1401- 1600	1601- 1800	1801- 2000	2001- 2200	ABOVE 2200	FORGOT
144	38	31	28	12	14	1	2	2	0	5	0	3	3
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	26.4	21.5	19.4	8.3	9.7	0.7	1.4	1.4	0.0	3.5	0.0	5.6	2.1
MONEY WILL SPEND ON CLOTHING THIS SPRING (MARCH - JUNE)													
TOTAL SAMPLE	UNDER 200	201- 400	401- 600	601- 800	801- 1000	1001- 1200	1201- 1400	1401- 1600	1601- 1800	1801- 2000	2001- 2200	ABOVE 2200	DON'T KNOW
144	54	33	25	3	6	0	0	2	0	3	0	2	6
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	44.4	22.9	17.4	2.1	4.2	0.0	0.0	1.4	0.0	2.1	0.0	1.4	4.2
AMOUNT OF MONEY SPENT DURING LAST SHOPPING TRIP													
TOTAL SAMPLE	UNDER 50	51- 100	101- 150	151- 200	201- 250	251- 300	301- 350	351- 400	401- 450	451- 500	501- 550	ABOVE 550	DIDN'T BUY
144	43	34	9	14	4	6	1	2	0	2	0	7	17
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	33.3	23.6	6.2	9.7	2.8	4.2	0.7	1.4	0.0	1.4	0.0	4.9	11.8

Table 63 Spending pattern of the Respondents



per cent spent from \$51 to \$100. 6.2 per cent spent from \$101 to \$150. 9.7 per cent spent from \$151 to \$200. 10.5 per cent spent from \$201 to \$500. 4.9 per cent spent more than \$550. These figures may not truly represent the spending pattern of the Hong Kong women, however, because the study was done not too long after Chinese New Year, and it is a Chinese tradition to wear clothes on Chinese New Year. Therefore the amount spent during the last shopping trip may be exaggerated.

The next step is to find out what types of garments the respondents like to wear for different occasions: 1) for everyday wear, 2) for relaxing at home, 3) for a special occasion. The types of clothing listed in the questionnaire for everyday wear were pants, dresses, and tops. Table 64 shows that for pants, 30.1 per cent of the respondents like to wear jeans, 24.3 per cent like to wear tailored trousers, and 25.9 per cent like to wear bell bottom; for dresses, 43 per cent like to wear casual types of dresses; for tops, 51.8 per cent like to wear T-shirts, knit tops and shirts, 16.2 per cent like to wear smocks. 21.7 per cent like to wear tailored suits.

For relaxing at home, the most popular type of pants is jeans. 43.5 per cent like to wear jeans; 15.7 per cent like to wear tailored trousers; 15.7 per cent like to wear knitted

trousers; and 16.7 per cent like to wear bell bottoms. For dresses, 55.7 per cent wear the casual type; 18.4 per cent wear pleated skirts; and 17.7 per cent wear sophisticated day dresses. For tops, 56.2 per cent like to wear knitted tops, T-shirts, and shirts; 16.5 per cent wear smocks; and 14.4 per cent wear others, e.g. blouses.

For a special occasion 39 per cent wear tailored trousers; 12.3 per cent wear knitted trousers; and 25.1 per cent wear bell bottoms. For dresses, 42.3 per cent wear sophisticated day-dresses; and 17.9 per cent wear casual types of dresses. For tops, 46.1 per cent of the respondents said they like to wear tailored suits; 18.1 per cent like to wear knit tops, T-shirts, and shirts; 11.9 per cent like to wear smocks. 14 per cent wear other styles, for example, pantsuits, and chueng san.

It can be seen that Hong Kong females like to go to a dressmaker to have clothes made. There is another factor to be mentioned here, that most of the respondents are between the ages of fifteen and thirty-eight. Therefore the preference of the types of garments use for different occasions may be different from that of women above thirty-eight years old.

Table 65 shows the styles of evening wear preferred. 63.2 per cent of the respondents prefer to wear floor-length gowns; 6.9 per cent prefer lots of bareness; 17.4 per cent prefer the covered-up and conservative type. 12.5 per cent prefer other types such as Chueng San, and pantsuits.



	<u>FOR EVERY DAY WEAR</u>	<u>FOR RELAXING AT HOME</u>	<u>FOR A SPECIAL OCCASION</u>
	%	%	%

## PANTS :

Jeans	30.9	43.5	5.9
Oxford Bags	6.2	4.6	10.7
Tailored Trousers	24.3	15.7	39.0
Knits	11.6	15.7	12.3
Belt Bottom	25.9	16.7	25.1
None	1.9	3.7	7.0

## DRESSES :

Pleated Skirt	27.1	18.4	13.3
Casual Type	43.0	55.7	17.9
Sophisticated	17.3	17.7	26.5
Day Dresses		8.2	42.3
Lancy Detailed Dresses	12.6		

## TOPS :

Knit-tops, T-Shirts	51.8	56.2	18.1
& Shirts			
Smock	16.2	16.5	11.9
Tailored Suits	21.1	8.8	46.1
Bareback	3.1	4.1	9.8
Others	7.9	14.4	14.0

Table 64

The Type of Garments  
for each OccasionSTYLE OF EVENING WEAR PREFERRED

<u>FLOOR LENGTH GOWN</u>	<u>LOTS OF BARENESS</u>	<u>COVERED UP</u>	<u>OTHERS</u>
91	10	25	18
63.2%	6.9%	17.4%	12.5%

Table 65

### 3.1.2 Analysis of Part II of the Questionnaire<sup>1</sup> Using MTAB

The clothing characteristics that are important when buying clothes for everyday wear were used as column variables and were cross tabulated against the demographics: age, occupation, marital status, education level, and monthly income. Ethnic groups (non-Chinese vs. Chinese) were also used as standard banner. The purpose of this table was to find out the difference in attitudes between non-Chinese and Chinese consumers.

Similarly, the clothing characteristics that are important when buying clothes for relaxing at home and for a special occasion were cross tabulated against the demographics and ethnic groups. The results show that, regardless of the ways the consumers are being segmented, the most useful clothing characteristics that are important when buying clothes for everyday wear are: "suits me," "fits well," "comfortable," "easy to take care of," "washable," and "always looks good" (Table 66). 83.6 per cent of the respondents felt that "suits me" is an important characteristic. "fits well"--77.8 per cent;

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<sup>1</sup>See Appendix B.



"comfortable"--74.3 per cent; "easy to take care of"--70.8 per cent; "washable"--70.1 per cent; and "always looks good"--68.1 per cent. These six clothing characteristics are therefore important to consumers when they are buying clothes for everyday wear.

There are some inter-group preferences. It was found that in the age range 33 to 38, the respondents prefer an added characteristic which is "attractive to figure" (Tables 67a and 67b). This may be explained by the fact that women in this age range are more <sup>X</sup>anxious about their figure. Physiologically, in this age range women tend to put on weight. Therefore "attractive to figure" would be an important factor to this group. However, since there were only two respondents in this age range, this result can only be considered tentative.

Table 68 shows that 60.6 per cent of the Chinese respondents regarded "not being worn by many" as an important clothing characteristic, whereas only 35.3 per cent of the non-Chinese regarded this factor as important. "Fit" was regarded by Chinese as very important (80.3 per cent), but it is not so regarded by the non-Chinese (58.8 per cent). However, 76.5 per cent of the non-Chinese felt that "attractive to figure" was important, but only 31.5 per cent of the Chinese felt that way.

This distinction is therefore important for strategy planning.

The list of clothing characteristics that are important when buying for everyday wear is similar among respondents of different education levels. But when segmenting the respondents according to occupation (Tables 69a and 69b), some differences in the listing can be found. Percentage-wise, more students regarded "low price," "economical," and "eye-catching" as additional important characteristics. The secretaries added "fashionableness," "does not crease," and "attractive to figure" to their list. The office workers were more price conscious. They added "hard wearing," and "economical" to their list. The housewives and the professionals were easier to please. They listed "comfortable" and "fits well" as important characteristics. The housewives stressed very much the importance of "fits well"; and of them regarded this as important.

Table 70 shows that the lower income group is more price conscious. They added "economical" to the list. The higher income group tends to look at "not many wearing" as an important characteristic when buying clothes for everyday wear.

Tables 71a and 71b show that single women added "not many wearing" to the list of clothing characteristics that are important when buying for everyday wear. When buying clothes



for relaxing at home, the important clothing characteristics looked for are "comfortable,"--89.6 per cent; "washable,"--78.5 per cent; "low price,"--68.1 per cent; "easy to take care of,"--68.7 per cent; and "economical,"--63.2 per cent. An examination of the results of segmenting the respondents according to age levels (Tables 74 and 75) show that the 27 to 32 age range group stressed very much "comfortable,"--100 per cent; "washable,"--100 per cent; "low price,"--92.9 per cent; and "suits me,"--78.9 per cent. But for the above 38 age group "low price" is unimportant--only 33.3 per cent considered it an important clothing characteristic. They also disregarded "fit" as important--only 8.3 per cent considered this factor important. However, they considered "comfortable" an important characteristic, for nearly 91.7 per cent stressed its importance. For the 33 to 38 age group, the important clothing characteristics are "comfortable" and "attractive to figure."

With regard to segmentation by education levels (Table 73), the result shows that the clothing characteristics are similar across levels. For the respondents having only secondary education however, the important characteristics are "low price"--75.0 per cent and "economical"--72.5 per cent.

Similarly, the low income group stressed "low price," and

"economical" as additional clothing characteristics which are important when buying clothes for relaxing at home (Table 76). Single women are also more price conscious: 71.0 per cent of the single women considered low price as important clothing characteristic to look for. 68.2 per cent indicated "economical" as an important characteristic (see Tables 77a and 77b).

When looking through the differences between respondents of different occupations, (Table 78a and 78b) it can be seen that 90.0 per cent of the professionals thought that "comfortable" was the most important clothing characteristic when buying clothes for relaxing at home. In fact, this is the primary characteristic they look for. They do not regard "low price" as important--only 36.4 per cent in this group replied that this was important to them. The respondents in the other occupations--the students, the secretaries, the office workers--considered "low price" an important clothing characteristic to look for besides "comfortable," "washable," etc., mentioned previously. Only the students (77.3 per cent) indicated "fits well" as being important. The housewives also added "individualistic" and "attractive to figure" to the list of clothing characteristics for buying clothes for relaxing at home.

Table 79 shows that non-Chinese thought "comfortable,"



"washable," "low price," and "economical" are important clothing characteristics when buying clothes for at home wear. The Chinese have a similar list, but they added "easy to take care of."

The respondents' choice of the clothing characteristics they consider important when buying clothes for a special occasion are "fit," "elegance," "fashionableness," "suits me," and "not many wearing" (Table 80). 73.6 per cent of the respondents considered that "fit" as important; 66.7 per cent--"suits me"; 70.1 per cent--"elegance"; 68.1 per cent--"fashionableness"; and 62.5 per cent--"not too many wearing." These five clothing characteristics are therefore important to consumers when shopping for clothes for a special occasion. However, this basic list of clothing characteristics may not be the same for different market segmentations.

Table 81a and 81b show that 83.3 per cent of the above 38 age group regarded "suits me" as the most important clothing characteristic for choosing clothing for a special occasion. They did not regard "fashionableness"--33.3 per cent, "not many wearing,"--8.3 per cent, "elegance,"--41.7 per cent or "fit"--50 per cent as important characteristics. Therefore this group has a very short list of clothing characteristics to look for.

The 27 to 32 age group also stressed "suits me" as being

important, with 92.9 per cent of the respondents from this group regarding this factor as important. The other factors they look for are "fit,"--100 per cent, "does not crease,"--78.6 per cent, "fashionableness"--78.6 per cent, "comfortable,"--71.4 per cent, "always looks good,"--64.3 per cent, and "elegance"--85.7 per cent.

The 21 to 26 age group consider more characteristics. They look for "fashionableness,"--74.7 per cent, "suits me,"--60.2 per cent, "not many wearing,"--71.1 per cent, "elegance,"--74.7 per cent, "fit"--74.7 per cent and "comfortable"--56.6 per cent as important clothing characteristics when buying for a special occasion.

The under 21 age group included "sophistication" and "eye-catching" on their list for a special occasion. For all age groups, "low price," and "economical" were unimportant clothing characteristics for buying this type of clothing.

Tables 82a and 82b show that single women look for attributes such as "always stay in fashion," "sophistication," and "eye-catching," when buying clothes for a special occasion, while the married women chose "suits me" as the most important clothing characteristic.

Table 83 shows that the high income group is less choosy than the low income group: the low income group regarded



55

"fashionableness," "suits me," "comfortable," "always looks good," "does not crease," "not many wearing," "elegance," "fit" and "eye-catching" as important clothing characteristics when buying clothes for a special occasion. The high income group regarded as important "elegance," "fit," and "fashionableness."

Tables 84a and 84b show that the students regarded "always look good,"--81.8 per cent; "not many wearing,"--81.8 per cent; "fit"--90.9 per cent and "elegance"--72.7 per cent as the most important clothing characteristics. The other characteristics that they look for are "always stay in fashion," "eye-catching," "fashionableness," "suits me," and "comfortable."

The secretaries regarded "elegance," "fit," "suits me," "fashionableness," "not many wearing," and "eye-catching" as important characteristics.

The females in professions look for "elegance" and "fit," not regarding "always looks good," "does not crease," "not many wearing," "fashionableness," and "eye-catching" as important clothing characteristics.

The housewives regarded "suits me," "elegance," and "fit" as important. Office workers stressed "fashionableness," "suits me," "not many wearing" and "fit" as important clothing characteristics.

Table 85 shows that the non-Chinese consider "always looks

good" more important than the Chinese. 70.6 per cent of the non-Chinese felt that "always looks good" is an important characteristic, but only 49.6 per cent of the Chinese regarded this as important. The non-Chinese thought that "individualistic,"-- 64.7 per cent is an additional important clothing characteristic for buying clothes for a special occasion. The Chinese do not regard it as important. However, the clothing characteristics common to both ethnic groups when buying clothes for a special occasion are "fit," "elegance," "fashionableness," "suits me," and "not many wearing."

### 3.1.3 Analysis of Part III of the Questionnaire

In this section there are sixty-one statements about the respondents' daily activities and attitudes. After each statement there is a six interval Likert scale, numbered from one to six. The higher the number, the more the respondent tends to agree with the statement. The lower the number, the more the respondent tends to disagree with the statement. The numbers 1 to 6 may be described as follows:

1. I definitely disagree with the statement.
2. I generally disagree with the statement.
3. I moderately disagree with the statement.
4. I moderately agree with the statement.



5. I generally agree with the statement.
6. I definitely agree with the statement.

The whole section was cross tabulated against the demographics such as, education levels, age, occupation, income, etc. These demographics were the column variables. The standard banner was the six intervals described above. The second set of tables was computed by cross tabulating the statements against the attitudes of the respondents as to how closely they follow the fashion trends. The respondents were thus separated into three groups: 1) the "closely follow trends group," 2) the "follow trends group," and 3) the "do not follow trends at all group." Weights were used to measure the means of the respondents' feeling about the statement.

The second set of tables is analysed first. The analysis of the tables show that the "closely follow trends group" has a stronger feeling towards the following statements:

1. "I keep up to date with the latest changes in fashion."
2. "I like to keep up to date with the latest news."
3. "I like to design my own clothes."
4. "I often specify the design to my tailor."
5. "I enjoy window shopping."
6. "I enjoy looking through magazines."

7. "I enjoy shopping for clothes."
8. "It is important to be attractive."
9. "I like to feel attractive to men."
10. "I try very hard to plan my work carefully."
11. "I usually have one or more outfits in the latest styles."
12. "I would never wear the same outfits two days running."
13. "I feel very conspicuous if I am not wearing the right thing."

The results were tabulated in Tables 86, 88, 89, 90, 92 through 99, and 102, respectively.

When analysing the respondents totally, it is found that they generally disagree with the statement, "I seldom take people's advice." The weighted average is 1.68 (Table 91). Moreover, they are generally not the "first among friends to buy a new product." The weighted average is 2.62 (Table 100). It is important to note that the respondents as a whole disagree with the statement, "I usually look for the lowest possible price." The weighted average is 3.56 (Table 101). The result therefore reinforces the hypothesis that price is not an important factor influencing purchasing behaviour. Another important finding is that the respondents in general seldom wear the same clothes at home as at work (Table 87).

It should be borne in mind that there are only six members



in the "closely follow trends group," and 101 in the "follow trends group," and thirty-seven respondents in the "do not follow trends at all group." This discrepancy in the number of members within each group, may cause a skewed distribution.

Now we shall analyse the findings using occupation as the column variable. The respondents were grouped under six occupations: 1) student, 2) secretary, 3) office clerks, 4) professionals (mainly teachers and nurses), 5) housewives, and 6) others--all those who did not fit into these categories.

It was found that the respondents were evenly distributed among the occupation categories. Table 104 shows that 15.3 per cent of the respondents were students, 12.5 per cent were secretaries, 27.8 per cent were office clerks, 15.3 per cent were professionals, 6.9 per cent were housewives, and 22.2 per cent of the respondents were grouped as "others."

An analysis of the results show that the respondents thought that women who work seldom wear the same clothes at home as they do to work. This is especially true for secretaries and office clerks. The weighted average are 5.17 and 5.08 respectively (Table 103). It is also true that women who work spend a lot more money on clothes than those who do not (Table 106). The secretaries have a stronger feeling towards this statement: the weighted average is 5.06.



Table 105 shows that the respondents in general enjoy window shopping. However, in contrast, they are very much concerned about the money they spend, but interestingly, the professionals and the secretaries indicate otherwise. The weighted averages are 3.82 and 3.56 respectively, showing that females in these two occupations are less concerned about how much they spend. Therefore these two groups of respondents are potential market segments.

An analysis of Tables 104, and 108 through 111 shows that the respondents in general seldom take people's advice. This should be qualified somewhat: they enjoy window shopping for clothes, and they frequently go shopping with a friend. However, they indicated that their friends do not often help them actually choose the clothes they <sup>b</sup> buy. The shopping with a friend and seemingly seeking advice may be explained by the need for social acceptance and peership. People seem to be aggregative--they want to belong to a group. Further, when the respondents find some fashion items that they like, they usually do not buy immediately, but go at other time with a friend. However, they indicated that in fact, they seldom seek advice or are influenced by friends as to what they buy.

It is very interesting to find out that the respondents in general, though, are not very concerned about how much they spend. They seldom wait until sales to buy clothes (Table 114), and they do not usually look for the lowest possible price (Table 115).



Table 112 and Table 116 show that Hong Kong females wish to be attractive. They are very self-conscious if they feel they are not wearing the right thing.

#### 3.1.4 Analysis of Part IV of the Questionnaire

Part IV of the questionnaire was designed to investigate which factors are important in finding out what is "in fashion" as well as in finding out which factors influence choice when buying ready-to-wear ladies' fashion clothing. Semantic differential was used to measure the spread of opinion. It is divided into seven intervals. Weights were used to judge the importance of the factors.

Table 117 shows that those who closely follow trends thought that fashion magazines are an important source for finding out what is in fashion. The weighted average is 6.5. The weighted average of the respondents in general is 4.82, showing that this factor is somewhat important. Store and window display (Table 118) are somewhat important; the weighted average of the respondents in general is 4.32, and for the three groups, (those who closely follow trends, those who follow trends, and those who do not follow trends at all,) the weighted average is 5.0, 4.79, and 4.86, respectively.

Table 119 shows that for the closely follow trends group,

## FASHION MAGAZINES

\*\*\*\*\*  
 TREND FOLLOWING  
 TOTAL LOSS FOLLOW TOTAL  
 SAMPLE FOLLOW ALL  
 \*\*\*\*\*

FASHION INFORMATION  
 VS. EDUCATION LEVEL

EXTREMELY UNIMPORTANT	1	11	0	8	3
COL. %		7.6	0.0	7.9	8.1
ROW %		100.0	0.0	72.7	27.3
UNIMPORTANT	2	2	0	6	2
COL. %		5.6	0.0	5.9	5.4
ROW %		100.0	0.0	75.0	25.0
SOMEWHAT UNIMPORTANT	3	13	0	8	5
COL. %		9.0	0.0	7.9	13.5
ROW %		100.0	0.0	61.5	38.5
AVERAGE	4	25	0	16	9
COL. %		17.2	0.0	15.2	24.3
ROW %		100.0	0.0	64.0	36.0
SOMEWHAT IMPORTANT	5	14	1	15	7
COL. %		10.1	16.7	17.8	12.9
ROW %		100.0	3.8	64.7	26.9
IMPORTANT	6	20	1	30	9
COL. %		20.1	16.7	18.8	24.3
ROW %		100.0	3.4	65.5	31.0
EXTREMELY IMPORTANT	7	32	4	26	2
COL. %		22.2	66.7	25.7	5.4
ROW %		100.0	12.5	61.2	6.2
NO RESPONSE	0	0	0	0	0
COL. %		0.0	0.0	0.0	0.0
ROW %		100.0	0.0	0.0	0.0
*****					
WEIGHTED AVERAGES		4.82	6.50	4.89	4.35
VARIANCE		3.34	0.70	3.52	2.66
STANDARD DEVIATION		1.83	0.84	1.88	1.64

Table 117 Sources of Information



EASING INFORMATION  
VS. EDUCATION LEVEL

*****					
TREAT COLLUM NO					
TREAT CLOSURE COLLUM TOTAL					
SAMPLE COLLUM					
*****					
	1	2	3	4	5
	100.0	100.0	100.0	100.0	100.0
	4.2	70.1	25.7		
*****					
EXTREMELY UNIMPORTANT	1	7	0	4	3
COL. %		4.2	0.0	4.0	8.1
ROW %		100.0	0.0	57.1	42.9
UNIMPORTANT	2	9	0	7	2
COL. %		6.2	0.0	8.4	5.4
ROW %		100.0	0.0	77.8	22.2
SOMEWHAT UNIMPORTANT	3	10	1	15	3
COL. %		13.2	16.7	18.0	8.1
ROW %		100.0	5.3	78.0	15.8
AVERAGE	4	12	0	12	5
COL. %		15.0	0.0	11.0	13.5
ROW %		100.0	0.0	70.6	29.4
SOMEWHAT IMPORTANT	5	11	4	25	7
COL. %		13.8	16.7	18.0	15.0
ROW %		100.0	15.4	57.7	26.9
IMPORTANT	6	13	0	31	10
COL. %		16.5	0.0	30.7	27.0
ROW %		100.0	0.0	75.6	24.4
EXTREMELY IMPORTANT	7	24	1	16	7
COL. %		30.7	16.7	15.8	18.9
ROW %		100.0	4.2	66.7	29.2
NO RESPONSE	0	1	0	1	0
COL. %		0.7	0.0	1.0	0.0
ROW %		100.0	0.0	100.0	0.0
*****					
WEIGHTED AVERAGES		4.82	5.00	4.79	4.86
VARIANCE		3.10	1.60	3.15	3.34
STANDARD DEVIATION		1.76	1.26	1.77	1.83

Table 113 Sources of Information

## FASHION INFORMATION

## BY EDUCATION LEVEL

*****					
TOTAL COLLEGE-EDUCATED TOTAL					
SOME COLLEGE					
*****					
EXTREMELY UNIMPORTANT	1	13	0	7	4
COL. %		7.6	0.0	6.9	10.0
ROW %		100.0	0.0	65.6	34.4
UNIMPORTANT	2	25	1	7	7
COL. %		10.4	16.7	6.0	13.0
ROW %		100.0	6.7	46.7	44.7
SOMEWHAT UNIMPORTANT	3	17	0	14	3
COL. %		11.8	0.0	13.0	8.1
ROW %		100.0	0.0	82.4	17.6
AVERAGE	4	25	1	15	0
COL. %		17.2	16.7	14.0	24.3
ROW %		100.0	4.0	60.0	35.0
SOMEWHAT IMPORTANT	5	23	0	27	0
COL. %		15.0	0.0	15.8	25.2
ROW %		100.0	0.0	73.0	24.1
IMPORTANT	6	26	1	21	4
COL. %		18.4	16.7	20.2	10.8
ROW %		100.0	3.0	69.8	15.4
EXTREMELY IMPORTANT	7	14	3	10	2
COL. %		13.1	50.0	16.8	10.0
ROW %		100.0	11.5	73.1	15.4
NO RESPONSE	0	1	0	1	0
COL. %		0.7	0.0	1.0	0.0
ROW %		100.0	0.0	100.0	0.0
*****					
WEIGHTED AVERAGES		4.28	5.50	4.62	3.92
VARIANCE		3.64	4.50	3.54	3.47
STANDARD DEVIATION		1.91	2.07	1.88	1.86

Table 119 Sources of Information



fashion shows and television are other sources for obtaining information as to what is in fashion. The weighted average for this group is 5.5.

The second section of Part IV, as mentioned earlier, is to find out the factors which influence choice when buying ready-to-wear ladies' fashion garments. Price is regarded as being fairly influential, the weighted average being 2.69 (Table 120).

Table 121 shows that quality is a fairly influential factor, with a weighted average of 2.57. For those who follow trends closely, this is an influential factor, with a weighted average of 1.80.

Table 122 shows that "style" is also a fairly influential factor--it has a weighted average of 2.30. For those who follow trends closely, the weighted average is 1.17, showing that "style" is a strongly influential factor.

Other influential factors are "colour," "material," "cutting and craftsmanship." The weighted averages for the respondents in general are 2.25, 2.97, 2.39 respectively (Tables 123 to 125). The category, "colour," is regarded by the closely follow trends group as influential, with the weighted average 1.5.

Table 126 shows that "fit" is an influential factor--it has a weighted average of 1.71. For the "closely follow trends group", the weighted average is 1.17, and for the two groups, it is 1.72 and 1.76 respectively.

*****					
TRENDED POLYLOG NO					
TIME DEPENDENT					
*****					
FACTORS INFLUENTIAL	1	0	1	1	37
VS EDUCATION LEVEL	100.0	100.0	100.0	100.0	
	100.0	4.2	70.1	25.7	
*****					
STRONGLY INFLUENTIAL	1	36	1	25	10
COL. %		21.0	16.7	25.8	27.0
ROW %		100.0	2.8	67.4	27.8
INFLUENTIAL	2	35	0	22	13
COL. %		21.3	0.0	21.2	35.1
ROW %		100.0	0.0	62.0	37.1
FAIRLY INFLUENTIAL	3	34	2	25	7
COL. %		23.6	33.3	24.8	18.9
ROW %		100.0	5.9	73.5	20.6
AVERAGE	4	24	1	16	5
COL. %		15.7	16.7	37.4	13.5
ROW %		41.0	6.2	73.5	20.6
LESS INFLUENTIAL	5	0	1	4	2
COL. %		0.0	16.7	5.0	5.4
ROW %		100.0	14.1	20.7	22.2
SOMEWHAT LESS INFL.	6	4	0	4	0
COL. %		2.4	0.0	4.0	0.0
ROW %		100.0	0.0	10.0	0.0
NOT AT ALL	7	2	1	1	0
COL. %		1.2	16.7	1.0	0.0
ROW %		100.0	50.0	5.0	0.0
NO RESPONSE	0	0	0	0	0
COL. %		0.0	0.0	0.0	0.0
ROW %		100.0	0.0	0.0	0.0
*****					
WEIGHTED AVERAGES		2.60	3.83	2.74	2.35
VARIANCE		2.05	4.17	2.09	1.40
STANDARD DEVIATION		1.43	2.04	1.45	1.18

Table 12Q Factors Influential



*****				
TREAT FULL IN				
*****				
FACTORS INFLUENTIAL	100.0	100.0	100.0	100.0
VS EDUCATION LEVEL	100.0	4.2	7.1	25.7
*****				
STRONGLY INFLUENTIAL 1	35	4	17	12
COL. %	22.0	66.7	10.5	32.4
ROW %	100.0	12.1	57.5	36.4
INFLUENTIAL 2	50	1	25	13
COL. %	34.7	16.7	35.4	25.1
ROW %	100.0	2.0	72.5	26.0
FAIRLY INFLUENTIAL 3	20	0	25	4
COL. %	20.4	0.0	24.8	10.6
ROW %	100.0	0.0	60.2	13.8
AVERAGE 4	20	0	25	0
COL. %	14.6	0.0	11.4	15.2
ROW %	100.0	0.0	21.5	22.0
LESS INFLUENTIAL 5	7	1	0	2
COL. %	2.3	16.7	0.0	5.4
ROW %	100.0	25.0	0.0	50.0
SOMEWHAT LESS INFL. 6	3	0	5	0
COL. %	2.4	0.0	3.0	0.0
ROW %	100.0	0.0	100.0	0.0
NOT AT ALL 7	4	0	4	0
COL. %	2.8	0.0	4.0	0.0
ROW %	100.0	0.0	100.0	0.0
NO RESPONSE 8	0	0	0	0
COL. %	0.0	0.0	0.0	0.0
ROW %	100.0	0.0	0.0	0.0
*****				
WEIGHTED AVERAGES	2.57	1.63	2.72	2.27
VARIANCE	1.98	2.57	2.58	1.54
STANDARD DEVIATION	1.41	1.60	1.61	1.24

Table 121 Factors Influential

## STYLE 18

\*\*\*\*\*  
 TREND FOLLOWING  
 TOTAL CLOSING FOLLOWING TOTAL  
 S.D. OF FOLLOWING 511  
 \*\*\*\*\*

FACTORS INFLUENTIAL  
 VS EDUCATION LEVEL

100 0 100 27  
 100.0 100.0 100.0 100.0  
 100.0 4.2 70.0 25.7  
 \*\*\*\*\*

STRONGLY INFLUENTIAL 1 53 5 35 13  
 COL. % 35.8 83.3 34.7 35.1  
 ROW % 100.0 0.4 60.0 24.5

INFLUENTIAL 2 38 4 28 9  
 COL. % 26.4 16.7 27.7 24.3  
 ROW % 100.0 2.6 73.7 23.7

FAIRLY INFLUENTIAL 3 30 0 24 6  
 COL. % 20.9 0.0 23.8 16.2  
 ROW % 100.0 0.0 20.0 20.0

AVERAGE 4 13 0 7 6  
 COL. % 9.0 0.0 6.9 16.2  
 ROW % 100.0 0.0 53.6 46.2

LESS INFLUENTIAL 5 4 0 2 2  
 COL. % 2.8 0.0 2.0 5.4  
 ROW % 100.0 0.0 50.0 50.0

SOMEWHAT LESS INFL. 6 2 0 1 1  
 COL. % 1.4 0.0 1.0 2.7  
 ROW % 100.0 0.0 50.0 50.0

NOT AT ALL 7 4 0 4 0  
 COL. % 2.8 0.0 4.4 0.0  
 ROW % 100.0 0.0 100.0 0.0

NO RESPONSE 0 0 0 0 0  
 COL. % 0.0 0.0 0.0 0.0  
 ROW % 100.0 0.0 0.0 0.0

\*\*\*\*\*

WEIGHTED AVERAGES 2.30 1.17 2.33 2.41  
 VARIANCE 2.03 0.17 2.10 1.97  
 STANDARD DEVIATION 1.42 0.41 1.45 1.40

Table 122 Factors Influential



\*\*\*\*\*  
 TREND FOLLOWING  
 TOTAL LOSSES FOLLOWING TOTAL  
 \$ 100.000 100.000 100.000 100.000  
 \*\*\*\*\*

FACTORS INFLUENTIAL  
 VS EDUCATION LEVEL

STRONGLY INFLUENTIAL	1	5	4	26	13
COL. %		56.8	46.7	33.6	35.1
ROW %		100.0	7.5	67.9	24.5
INFLUENTIAL	2	43	4	20	13
COL. %		29.0	16.7	26.7	35.1
ROW %		100.0	2.3	67.4	30.2
FAIRLY INFLUENTIAL	3	21	2	15	5
COL. %		14.6	10.7	14.9	13.5
ROW %		100.0	4.8	71.4	23.8
AVERAGE	4	14	0	15	3
COL. %		12.5	0.0	14.9	3.1
ROW %		100.0	0.0	83.3	16.7
LESS INFLUENTIAL	5	2	0	1	1
COL. %		1.7	0.0	2.0	2.7
ROW %		100.0	0.0	50.0	50.0
SOMEWHAT LESS INFL.	6	2	0	1	1
COL. %		1.4	0.0	1.0	2.7
ROW %		100.0	0.0	50.0	50.0
NOT AT ALL	7	4	0	4	0
COL. %		2.8	0.0	4.0	0.0
ROW %		100.0	0.0	100.0	0.0
NO RESPONSE	8	1	0	0	1
COL. %		0.7	0.0	0.0	2.7
ROW %		100.0	0.0	0.0	100.0
*****					
WEIGHTED AVERAGES		2.25	1.50	2.36	2.08
VARIANCE		2.03	0.70	2.23	1.63
STANDARD DEVIATION		1.43	0.84	1.49	1.28

Table 123

Factors Influential

*****					
TREND FOLLOW					
TOTAL CLOSURE FOLLOW					
SOMEWHAT FOLLOW					
*****					
FACTORS INFLUENTIAL	1	2	3	4	5
VS EDUCATION LEVEL	100.0	100.0	100.0	100.0	100.0
	100.0	4.2	70.4	25.7	
*****					
STRONGLY INFLUENTIAL	1	2	3	4	5
COL. %	18.4	33.3	18.8	13.5	
ROW %	100.0	7.7	73.4	19.2	
INFLUENTIAL	2	3	4	5	6
COL. %	23.6	16.7	20.8	32.4	
ROW %	100.0	2.0	61.8	35.3	
FAIRLY INFLUENTIAL	3	4	5	6	7
COL. %	26.6	16.7	28.7	21.0	
ROW %	100.0	2.6	76.3	21.1	
AVERAGE	4	5	6	7	8
COL. %	13.4	16.7	30.8	21.6	
ROW %	100.0	3.8	65.4	30.8	
LESS INFLUENTIAL	5	6	7	8	9
COL. %	8.0	0.1	8.0	2.7	
ROW %	100.0	0.0	90.0	10.0	
SOMEWHAT LESS INFL.	6	7	8	9	10
COL. %	3.5	16.7	3.0	2.7	
ROW %	100.0	20.0	60.0	20.0	
NOT AT ALL	7	8	9	10	11
COL. %	3.5	0.0	3.0	5.4	
ROW %	100.0	0.0	60.0	40.0	
NO RESPONSE	8	9	10	11	12
COL. %	0.0	0.0	0.0	0.0	
ROW %	100.0	0.0	0.0	0.0	
*****					
WEIGHTED AVERAGES	2.97	2.83	2.07	2.97	
VARIANCE	2.30	3.77	2.25	2.30	
STANDARD DEVIATION	1.52	1.94	1.50	1.54	

Table 124 Factors Influential



\*\*\*\*\*  
 TREAD FOLLOWING  
 TOTAL CLOSURE FOLLOWING TOTAL  
 S.M.O. CLOSURE  
 \*\*\*\*\*

FACTORS INFLUENTIAL  
 VS EDUCATION LEVEL

		100.0	100.0	100.0	100.0
		100.0	4.2	70.1	25.7
		*****	*****	*****	*****
STRONGLY INFLUENTIAL	1	44	5	31	40
COL. %		30.8	50.0	30.7	27.0
ROW %		100.0	6.0	70.5	22.7
INFLUENTIAL	2	41	2	30	9
COL. %		28.5	33.3	29.7	24.3
ROW %		100.0	4.9	73.2	22.0
FAIRLY INFLUENTIAL	3	30	0	20	10
COL. %		20.8	0.0	19.8	27.0
ROW %		100.0	0.0	66.7	33.3
AVERAGE	4	10	0	12	7
COL. %		13.2	0.0	11.0	18.0
ROW %		100.0	0.0	65.2	35.8
LESS INFLUENTIAL	5	1	0	3	1
COL. %		3.0	0.0	3.0	2.7
ROW %		100.0	0.0	75.0	25.0
SOMEWHAT LESS INFL.	6	3	1	2	0
COL. %		2.1	16.7	2.0	0.0
ROW %		100.0	33.3	60.7	0.0
NOT AT ALL	7	2	0	2	0
COL. %		1.4	0.0	2.0	0.0
ROW %		100.0	0.0	100.0	0.0
NO RESPONSE	0	1	0	1	0
COL. %		0.7	0.0	1.0	0.0
ROW %		100.0	0.0	100.0	0.0
		*****	*****	*****	*****
WEIGHTED AVERAGES		2.30	2.17	2.38	2.46
VARIANCE		1.86	3.77	1.98	1.37
STANDARD DEVIATION		1.36	1.94	1.41	1.17

Table 125 Factors Influential

## FILLING IN

\*\*\*\*\*

TREND FOLLOWING

CLOSE-FOLLOWING

\*\*\*\*\*

\*\*\*\*\*

FACTORS INFLUENTIAL  
VS EDUCATION LEVEL

100.0	100.0	100.0	100.0
4.2	70.1	25.7	

\*\*\*\*\*

STRONGLY INFLUENTIAL	1	87	5	61	21
COL. %		87.3	61.4	56.8	
ROW %		5.7	71.4	24.1	

INFLUENTIAL	2	34	1	25	9
COL. %		26.3	16.7	24.2	24.3
ROW %		100.0	2.9	73.4	25.7

FAIRLY INFLUENTIAL	3	11	0	7	4
COL. %		7.6	0.0	5.9	10.8
ROW %		100.0	0.0	63.6	36.4

AVERAGE	4	4	0	4	1
COL. %		3.3	0.0	4.0	2.7
ROW %		40.0	0.0	20.0	20.0

LESS INFLUENTIAL	5	3	0	1	2
COL. %		2.4	0.0	1.0	5.4
ROW %		33.3	0.0	33.3	66.7

SOMEWHAT LESS INFL.	6	0	0	0	0
COL. %		0.0	0.0	0.0	0.0
ROW %		100.0	0.0	0.0	0.0

NOT AT ALL	7	2	0	3	0
COL. %		2.4	0.0	3.0	0.0
ROW %		100.0	0.0	100.0	0.0

NO RESPONSE	0	0	0	0	0
COL. %		0.0	0.0	0.0	0.0
ROW %		100.0	0.0	0.0	0.0

\*\*\*\*\*

WEIGHTED AVERAGES	1.71	1.17	1.22	1.70
VARIANCE	1.45	0.17	1.60	1.24
STANDARD DEVIATION	1.21	0.41	1.27	1.12

Table 126

Factor Influential



Table 127 shows that the weighted average for "suits me" is also 1.71. But for the closely follow trends group, the weighted average is 1.0, which means it is strongly influential. It is also influential for those who do not follow fashion trends at all. The weighted average for this group is 1.57.

#### 3.1.4.1 Summary

The analysis shows that the sources of information that are important in finding out what is in fashion are fashion magazines, store and window displays, fashion shows, and television. However, the closely follow trends group obtains information from fashion magazines, fashion shows and television, stores and window displays, and also from store personnel. There are no significant differences between the other two groups--those who follow trends and those who do not.

The analysis of the second section shows that the factors that influence choice when buying R-T-W are "suits me," "fit," "colour," "styles," "cut and craftsmanship," "quality," and lastly "price."

The factors that are regarded by the closely follow trends group as influential are "suits me," "fit," "colour," and "cut." There are no significant differences between the other two groups.

## SPLIT 1 IS

*****					
TOTAL FOLLOW UP					
TOTAL CLOSURE POLICY TOTAL					
*****					
FACTORS INFLUENTIAL		0	101	37	
VS. EDUCATION LEVEL		100.0	100.0	100.0	100.0
		100.0	4.2	70.1	25.7
*****					
STRONGLY INFLUENTIAL 1		04	4	61	26
COL. %		65.2	66.7	69.4	70.3
ROW %		100.0	4.4	67.0	28.6
INFLUENTIAL 2		20	1	22	6
COL. %		21.1	16.7	21.8	16.2
ROW %		100.0	3.4	75.0	20.7
FAIRLY INFLUENTIAL 3		7	0	6	1
COL. %		4.0	0.0	5.9	2.7
ROW %		100.0	0.0	85.7	14.3
AVERAGE 4		0	0	0	0
COL. %		0.0	0.0	5.0	0.0
ROW %		0.0	0.0	100.0	0.0
LESS INFLUENTIAL 5		1	0	0	1
COL. %		0.7	0.0	0.0	2.7
ROW %		100.0	0.0	0.0	100.0
SOMEWHAT LESS INFL. 6		2	0	0	2
COL. %		1.4	0.0	0.0	5.4
ROW %		100.0	0.0	0.0	100.0
NOT AT ALL 7		5	0	5	0
COL. %		5.5	0.0	5.0	0.0
ROW %		100.0	0.0	100.0	0.0
NO RESPONSE 8		2	1	1	1
COL. %		2.1	16.7	1.0	2.7
ROW %		100.0	33.3	33.3	33.3
*****					
WEIGHTED AVERAGES		1.71	1.00	1.80	1.57
VARIANCE		2.01	0.40	2.16	1.81
STANDARD DEVIATION		1.42	0.63	1.47	1.34

Table 127

factor Influential



### 3.2 Results of the Discriminatory Analysis

A transgeneration program was run, substituting any missing data by the mean or neutral response for that variable. This step is necessary, because any zero value in the data will be considered as a valid response in the discriminatory analysis.

Firstly, the group centroids vectors (Table III.2.1) were plotted on graph paper (Fig. III.2.1). The graphic representation of the group centroids vectors shows that the three groups were distinctly divided. Group 1 (those who do not follow fashion trends) is situated on the upper quadrant of the left side of the Y axis, whereas, Group 2 (those who follow the fashion trends,) and Group 3 (those who follow fashion trends closely) are on the right hand side of the Y axis, and at a different quadrant. The positioning of the three groups indicates that the consumers of ready-to-wear ladies' fashion garments may be divided into three groups according to how closely they follow fashion trends.

The next step was to see how well the factors that influence choice when buying ready-to-wear ladies' fashion garments could discriminate among the three groups. Table III.2.2 shows some interesting findings. "Price" (VARIX1) has the highest F ratio and the lowest probability among the variables. This means that price is the most important factor for discriminating among

## DISCRIMINATORY ANALYSIS

*group centroids vectors**groud1s1*

-.482059E- 1

.406669E- 1

*groud1s2*

.116939E- 1

.714249E- 1

*groud1s3*

.960735E- 1

-.232099E- 1

Table III.2.1



GROUP1= Those who do not follow fashion trends

GROUP2= Those who follow fashion trends

GROUP3= Those who follow fashion trends closely

### DISCRIMINATORY ANALYSIS

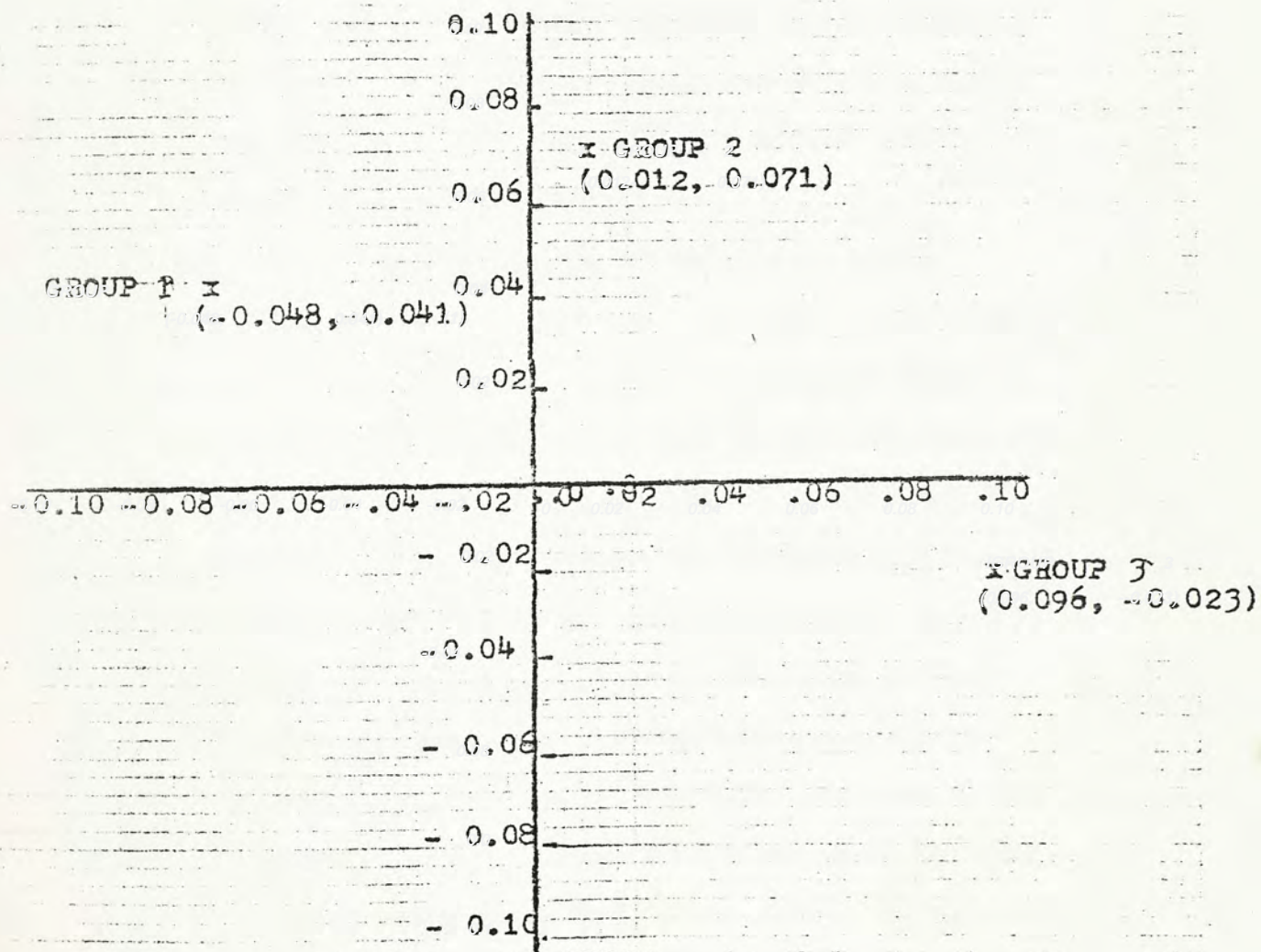


FIG. III.2.1 GROUP CENTROIDS VECTORS

group differences. Other factors which best express inter-group differences are: "if matching with other dresses of the wardrobe" (VARIX9), "quality" (VARIX2), "style" (VARIX3) and "colour" (VARIX4).

The above factors, though they best explain inter-group differences, are not the same factors that influence choice when buying ready-to-wear ladies' fashion garments. An examination of the group shows that the factors that influence buying choice are "fitting" (VARI12), "suits me" (VARI13), "colour" (VARIX4), "style" (VARIX3), and "cut" (VARI11).

Price is not an important factor influencing buying behaviour. According to the group means, the least influential factors are "country of origin," "brand," "location of shops," and "opinions of friends." The group means measure the attitudes of the consumers towards their choice of ready-to-wear ladies' fashion garments. The F ratio measures the inter-group differences.

Lastly, the "Hits and Misses" table is examined. (Table III.2.3) This table shows how accurately the groups were being defined. Theoretically, the predicted groups should be matched with the actual group. Actually, the results showed that for Group 1, the percentage of accurate hitw is 27 per cent (a hit means that the predicted member is actually a member of the group). For Group 2, the result is very accurate: the membership is 98 per cent accurately predicted. But for Group 3, only one out of six was



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## DISCRIMINATORY ANALYSIS

## 'HITS AND MISSES' TABLE

## ACTUAL GROUPNAME

FORECAST GROUPNAME	GROUP1S1	GROUP1S2	GROUP1S3
GROUP1S1	10	2	0
GROUP1S2	27	99	5
GROUP1S3 GET	0	0	1

Table III. 2.3.

correctly placed. This discrepancy can be readily explained; basically, the "Hits and Misses" table is a probability table which places the members in a group according to the respondents' probability of going to the group. If there are equal respondents for each group, then the chance of a person being placed into a group is 33 per cent. In this study, eventhough there are three groups, the numbers of respondents in each group is not equal, so therefore the chance for a person being placed in a group is not 33 per cent. Because of the large membership of Group 2 being 101, the chance of a person belonging to this group is very high--around 70 per cent. This tendency therefore explains why some of the members of the other groups were placed into this group. There is a 70 per cent chance that the member placed in Group 2 actually belongs to this group.

### 3.3 Results of Factor Analysis

The factor analysis results show that using ten factors with varimax rotation 46.57 per cent of the data variance of the sixty-one attitude statements is explained. This means that the variables are not highly correlated with one another. The percentage of data variance accounted for by the first unrotated factor is 10.208, the second factor--6.523, the third--5.628. After rotation, Factor One and Factor Three seem to be the most



useful in describing consumers life style. The varimax factor loadings on Factor One show that there are six variables that have loadings of 0.8 or higher<sup>1</sup>:

Variable 8--I often express my opinions about fashion to my friends,

Variable 9--I like to influence my friends as to what clothes they should buy and wear,

Variable 10--I like to design my own clothing,

Variable 15--I like experimenting with my clothing,

Variable 26--I invariably buy the latest fashion,

Variable 55--I am generally the first of my friends to buy a new product.

This factor can be labeled as fashion leadership, which separate the opinion leaders and innovators from the followers.

The varimax factor loadings on Factor Three show that there are four variables that have varimax loadings of 0.8 or higher.

Variable 20--I enjoy window shopping,

Variable 36--I enjoy looking through magazines,

Variable 37--I enjoy shopping for clothes,

Variable 45--It is important to be attractive.

---

<sup>1</sup>See Appendix A. The value of 0.8 is arbitrarily selected as the cutoff value.

This factor can be labeled as aesthetic value. The factor measures the degree with which consumers enjoy fashion as a conceptualization.

The analysis of the data shows that it is feasible to market Hong Kong made R-T-W in Hong Kong. It can be seen that the consumers can be divided into three groups as depicted by the discriminant analysis. The next chapter is the concluding chapter of the thesis where the author also intends to give his recommendations on implementing the findings.



#### 4.0 CONCLUSION, RECOMMENDATIONS, AND VERIFICATION OF HYPOTHESES

##### 4.1 Conclusion

From the analysis of the data (Chapter 3.0), it can be seen that it is feasible to market Hong Kong made ready-to-wear ladies' fashion garments in Hong Kong. Since this is a marketing-oriented study, the conclusions are based on the responses of the consumers interviewed. It was found that besides by demographic segmentation, the consumers could be divided into three quite distinct groups by how closely they follow fashion trends: 1) those who closely follow trends, 2) those who follow trends, and 3) those who do not follow trends at all.

The author had originally classified the respondents into three groups as a sort of a starting point: 1) frequent buyers of Hong Kong made R-T-W, 2) infrequent buyers of Hong Kong made R-T-W, and 3) frequent buyers of overseas made R-T-W. The results of the study showed that these divisions were not meaningful. There was found to be no brand loyalty among the fashion wearers in the study, nor any preference as to the country in which the garments were manufactured.

The analysis showed that Hong Kong females are fashion

conscious. 74.3 per cent of the respondents indicated that they follow fashion trends. At the same time, the respondents in general thought that Hong Kong is slow in adopting overseas trends. The general feeling was that the speed at which overseas fashions are being adopted is more than one year, but definitely less than two years. It can be said then, that one of the reasons for the strong overseas fashion market in Hong Kong is that these garments are newer in style; even though they are as much as two years "behind the times" fashion-wise, they are still much more in vogue than what the local manufacturers offer. Therefore there is a market gap to be filled.

If the local manufacturers are willing to offer garments in the latest mode, the consumers will be willing to buy. At the moment, the chief competition for locally made R-T-W comes from garments manufactured in Japan and in the United Kingdom.

A large percentage of Hong Kong females will buy and wear a newly introduced style immediately. It is important to note that they will go to a tailor if a style they particularly like is not available (Table IV.1). Approximately 50 per cent of the respondents indicated that if a new fashion they like were not available, they would go to a tailor to have it made. However, most tailor-made clothes are more expensive than ready-to-wear. Therefore, the



opportunity for local manufacturers to market the new styles more quickly could be very important.

Attitude of Consumers Toward the Styles  
Not Available in Hong Kong

Go to Tailor	Make it Yourself	Get it Abroad	Wait Until Popular	Buy Similar	Others
51.4%	20.8	1.4	4.9	13.9	7.6

Table IV.1

The most important finding of the study was the strong purchasing power that Hong Kong females have. 73.6 per cent of the respondents spent more than \$200 on clothes last Fall/Winter (i.e., between September and February). This is more than the average spending per capita for the entire year 1971, which was \$250.

The analysis of the data shows that it is important to Hong Kong females to be attractive. They like to feel attractive to men and feel that to accomplish this, the ability to form a

taste in fashion is important. There is a Chinese proverb particularly appropriate to this element of Hong Kong females' wardrobe selection: "a girl adorns for her adorer-- 女為悅己者容 ." This desire to be attractive may be the reason why the respondents enjoy window shopping and actual shopping for clothes and is another exploitable characteristic which local manufacturers would do well to act upon. Further, the respondents do not actually look for the lowest possible price, nor do they usually wait for sales to buy clothes. Thus price is not a major influential factor in their buying, increasing the attractiveness of marketing locally made fashionable clothing in Hong Kong.

It is interesting to note that although the females in the study follow fashion trends, they have different ideas of what the dominant styles were in Hong Kong last season. A wide range of opinions were given as to which fashion predominated. Therefore the manufacturers do not have to risk obsolescence of their inventory, or predict with perfection what will be the dominant styles for the coming season--Hong Kong females do not know for sure themselves. In this respect the market in Hong Kong offers very wide opportunities.



The results of the MTAB show that Hong Kong females can be segmented into fashion followers and non-trend followers. The former have larger wardrobes. Since a large percentage of the Hong Kong females belong to the group "trend followers," they become the potential target for the marketing of Hong Kong made R-T-W.

The results of the factor analysis show that there are two types of influential factors that may explain the attitudes of female consumers towards fashion: 1) leadership (i.e., certain individuals' influence as to what their friends should buy and wear; those who possess leadership usually are the first to buy a new product, they are innovators--actresses, models, socialites) and 2) aesthetic (i.e., wishing to be attractive or appealing to men) factor. Opinion leaders are generally important in creating new trends, as they are usually the first to try new ideas. However, while leadership was the most important item in the factor analysis, it did not show up on the MTAB; the aesthetic factor was the most important as tabulated in the MTAB.

The factor analysis was used to explore the underlying dimensionality of the data which MTAB could not show. The leadership pattern was not shown as an important element in defining consumer attitudes when using MTAB. MTAB showed only the row

percentages and the column percentages as well as weighted averages but could not show the relationship among events or items. MTAB could only show that a statement was important percentagewise.

All the above findings point up the "ripeness" for marketing Hong Kong made R-T-W in Hong Kong. Recommendations as to how to market them follow.

#### 4.2 Recommendations

It was found that Hong Kong females like to frequent the same stores when shopping for clothes. They like to shop in boutiques and specialty stores, so these two types of shops seem to be the best distribution channel.

As mentioned earlier, dressmakers pose a certain threat to the ready-to-wear industry. It is important to find out what the styles are that the consumers like and make them available in ready-to-wear before the consumers are tempted to go to the dressmaker to have them made.

The composition of the wardrobes of the three groups of respondents offer hints as to what they consider necessary or desirable wardrobe elements. The fact that they choose different types of garments for different occasions also offer hints as to the range of items they like or consider desirable for a "well



rounded" wardrobe.

After an understanding of the consumers' behaviour regarding styles and shopping is achieved, the next step is to determine which product characteristics are important when they are buying clothes for different occasions: namely, for everyday wear, for relaxing at home, and for a special occasion.

Table IV.2.1 summarised the most important clothing characteristics that consumers look for when buying clothes for different occasions. These clothing characteristics, therefore, should be incorporated into the product. Since the clothing characteristics consumers desire are different for different occasions, the manufacturers are therefore recommended to diversify their offerings and produce lines of clothing appropriate for different types of occasions. Advertising should therefore be different for each product group.

The results of the discriminant analysis showed that price is an important factor in making distinctions among the three groups: those who closely follow trends spending the most on clothing, those who follow trends spend the next highest amount, and those who do not follow trends at all spend the least.

As the trend followers tend to spend more on clothes, an

THE MOST IMPORTANT CLOTHING CHARACTERISTICS  
CHOSEN FOR PARTICULAR OCCASIONS

FOR EVERYDAY WEAR	FOR RELAXING AT HOME	FOR A SPECIAL OCCASION
SUITS ME ( 89.6% )	COMFORTABLE ( 89.6% )	FITTING ( 73.6% )
FITTING ( 77.8 )	WASHABLE ( 78.5 )	ELEGANCE ( 70.1 )
COMFORTABLE ( 74.3 )	EASY TO TAKE CARE OF ( 68.7 )	FASHIONABLENESS ( 68.1 )
EASY TO TAKE CARE OF ( 70.8 )	LOW PRICE ( 68.1 )	SUITS ME ( 66.7 )
ALWAYS LOOKS GOOD ( 68.1 )	ECONOMICAL ( 63.2 )	NOT MANY WEARING ( 62.5 )



appropriate marketing strategy should be formulated to take advantage of this. In addition, those who follow trends closely are not price sensitive with regard to purchasing particular items.

It is very important to understand and respond to the taste of the consumers. If a style is very attractive, the consumers will not mind paying a little extra. If a style becomes too popular, with everyone wearing it, the consumers will lose interest in it. A detail study seems warranted for finding out more about the tastes of consumers and which styles will appeal to them.

Consumers worry about size and colour ranges, so it is important that a shop offers a wide range of both. As a minor point, consumers like to know the price of the garment they are considering buying: it would better if the price tag were attached to the garments to save the consumers trouble and possible embarrassment, if the item is beyond their price range.

It was found that consumers like to return to the same stores to shop for clothes, therefore it is very important to attract them to one's shop. Window and store display are extremely important. These are first steps in wooing potential customers. Garments should be displayed which are stylish to indicate the shops "trendiness."

Since shopping is considered an enjoyment by the consumers, they should be left undisturbed while they are choosing their dresses.



However, the sales personnel should be at their service as soon as the consumers wish their attention. The sales personnel should be very friendly. Since the consumers seldom take people's advice regarding clothing purchases, the sales personnel should refrain from offering too many opinions (a little subtle persuasion might have a positive result, though).

The store should not aim for too high a profit margin. While the consumers in the study were not price sensitive, they still expect to get a "fair deal." Thus it is important to remember that whenever a store tries to encourage more business through "sales," the sales should be genuine. However, this study showed that this is not a very useful marketing technique, because fashion consumers seldom wait for a sale to buy clothes. When they go shopping, generally, they look for reasonable price, but not the lowest price.

It would be best for manufacturers to open up their own boutiques to sell their products. In this way, they could offer a more reasonable price to the consumers. They could also obtain feedback from consumers through expressed satisfaction or dissatisfaction (or tacit satisfaction as indicated by frequency of return shopping), with the main purpose being to encourage loyalty to the store. An important part of the marketing strategy would be to offer newer



styles and fair prices.

Fashion shows, television, store and window displays, and fashion magazines were sources in which respondents indicated that they seek information about fashions. These sources would be logical places to advertise the styles.

Table IV.2 shows that Dressmaking and So-En are the most frequently read magazines which are published in Japan. This indicates that Hong Kong females are more influenced by what is happening in fashion trends in Japan. Window and store displays are still the most important factors in luring customers to make an actual purchase, whereas the other sources (fashion shows, magazines) provide information to help them formulate a fashion opinion. It was found that advertisement is not very important in that it informs consumers which styles are available.

#### 4.3 Verification of Hypotheses

It was found that price was not an influential factor in purchasing behaviour, however, price can be used to distinguish differences among groups. The consumers can be divided into three groups: those who follow trends closely, those who follow trends, and those who do not follow trends. Those who follow trends are well equipped to shop for fashions with information obtained from fashion magazines and/or friends. They



# Fashion Magazines

Total Sample	Vogue	So-en	Seventeen	Elegance	Style	Dressmaking
144	13	47	3	12	37	112
100 %	5.8	21	1.3	5.4	16.5	50

Table IV. 2



They form their own judgments and seldom seek or take advice from people about making a fashion purchase. Those who do not follow fashion trends are influenced by other people's judgment.

The finding came very closely to expectation. Since the pre-test analysis was done using percentage, the importance of the leadership factor depicted by the factor analysis was not mentioned in the hypotheses.

THE CHINESE UNIVERSITY OF HONGKONG  
LINGNAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

SUPERVISOR DR. F. J. CARMONE

VINCENT SIUEN KNOX SUN B.SC. (ZOO.)

FREQUENT BUYERS OF HONGKONG MADE R-T-W LADIES' FASHION GARMENTS

*****														
FREQUENCY					VS TYPES OF STORES VS					HABIT VS INFORMATION SEEKING				
TOTAL FREQU+OCCAS+SELD+NEVER					DEP.+ENCL+SPT+OTHER					YFS+ALWAYS+OCCAS+SELD+NEVER				
SAMPLE ONLY ONLY OR					STORE STORE SOOT.					SEEK SEEK SEEK				
*****														
	82	6	35	21	0	12	4	32	14	28	5	17	28	12
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	0.7	56.5	53.9	0.0	10.4	6.5	51.5	22.6	100.0	8.1	27.4	45.2	19.4
*****														
TREND FOLLOWERS	45	6	25	14	0	10	5	23	9	16	4	14	19	8
COL. %	72.6	100.0	71.4	66.7	0.0	83.3	75.0	74.9	64.3	64.3	80.0	82.4	67.9	66.7
ROW %	100.0	43.3	55.6	51.1	0.0	22.2	6.7	51.1	29.0	100.0	3.9	31.1	42.2	17.8
*****														
NON-FOLLOWERS	17	0	10	7	0	2	1	9	5	10	1	3	9	4
COL. %	27.4	0.0	28.6	33.3	0.0	16.7	25.0	23.1	35.7	35.7	20.0	17.5	32.1	33.3
ROW %	100.0	0.0	58.8	41.2	0.0	11.8	5.9	52.9	29.6	100.0	5.9	12.5	52.9	23.5
*****														

Table 1 Shopping Behaviour of Frequent Buyers of Hong Kong Made R-T-W Ladies' Fashion Garments



THE CHINESE UNIVERSITY OF HONGKONG  
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INFREQUENT BUYERS OF HONGKONG MADE R-T-W LADIES' FASHION GARMENTS

*****																
FREQUENCY VS TYPES OF STORES VS HABIT VS INFORMATION SEEKING																
TOTAL FREQ OCCAS SELD * NEVER * DEP. * GEN * CH * SPT * 3 * OTHER * YES ALWAYS * OCCAS * SELD * NEVER																
SAMPLE ONLY ONLY STORE STORE RIGHT. SEEK SEEK SEEK																
*****																
	31	4	10	16	0	6	2	14	8	17	6	7	11	4		
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
	100.0	13.3	33.3	53.3	0.0	20.0	6.7	46.7	26.7	100.0	20.0	30.0	36.7	13.3		
*****																
TREND FOLLOWERS	23	4	5	11	0	5	2	9	7	16	6	7	7	3		
COL. %	76.2	100.0	80.0	68.7	0.0	55.5	100.0	66.5	87.5	94.1	100.0	77.8	63.6	75.0		
ROW %	100.0	17.4	34.3	47.3	0.0	21.7	8.7	39.1	30.4	100.0	26.1	30.4	30.4	13.0		
NON-FOLLOWERS	7	0	2	5	0	1	0	5	1	1	0	2	4	1		
COL. %	23.3	0.0	20.0	31.3	0.0	16.7	0.0	35.7	12.5	5.9	0.0	22.2	36.4	25.0		
ROW %	100.0	0.0	26.6	71.4	0.0	14.3	0.0	79.4	14.3	100.0	0.0	22.4	57.1	14.3		
*****																

Table 2 Shopping Behaviour of Infrequent Buyers of Hong Kong Made R-T-W Ladies' Fashion Garments

THE CHINESE UNIVERSITY OF HONGKONG  
LYNGHAM INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS  
SUPERVISOR DR. F. J. CARMONE  
VINCENT SUEN KWOK SUN B.SC. (ZOO.)

FREQUENT BUYERS OF OVERSEAS MADE R-T-W LADIES' FASHION GARMENTS

		*****										*****									
		FREQUENTLY VS TYPES OF STORES VS HABIT VS INFORMATION SEEKING																			
		TOTAL FREQUENT OCCAS*SELD*NEVER*SEP.*GEN*CH*SO*Y*OTHER*										YES ALWAYS OCCAS*SELD*NEVER									
		SAMPLY ONLY ON STORE STORE ROUT. SEEK SEEK SEEK																			
		*****										*****									
		22	8	16	4	0	0	0	20	2	19	6	5	11	3						
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0						
		100.0	28.6	57.1	14.3	0.0	21.4	0.0	71.4	7.1	100.0	21.4	28.6	39.3	10.7						
		*****										*****									
TREND FOLLOWERS		23	2	14	2	0	5	0	17	1	16	5	8	8	2						
	COL. %	82.1	87.5	87.5	50.0	0.0	83.3	0.0	85.0	50.0	84.2	83.3	100.0	72.7	66.7						
	ROW %	100.0	30.4	60.0	8.7	0.0	23.7	0.0	73.9	4.3	100.0	21.7	28.6	34.8	8.7						
NON-FOLLOWERS		5	1	2	2	0	1	0	3	1	3	1	0	3	1						
	COL. %	17.9	12.5	12.5	50.0	0.0	16.7	0.0	15.0	50.0	15.8	16.7	0.0	27.3	33.3						
	ROW %	100.0	20.0	40.0	40.0	0.0	20.0	0.0	60.0	20.0	100.0	20.0	0.0	60.0	20.0						
		*****										*****									

Table 3 Shopping Behaviour of Frequent Buyers of Overseas Made R-T-W Ladies' Fashion Garments



THE CHINESE UNIVERSITY OF HONGKONG

LINGNAM INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

SUPERVISOR DR. F. A. CARMONE

VINCENT SOON KWOK SUN

B.Sc. (200.)

*****4*****														
OCCUPATION VS FREQUENCY VS TYPES OF STORES VS										HABIT VS INFORMATION SEEKING				
TOTAL FREQ*OCCAS*SELF*NEVER*DEP.*GEN*SP*OTHR*										YES*ALWAYS*OCCAS*SELF*NEVER				
SUFFICIENTLY ONLY ON										SEEK SEEK SEEK				
*****														
764	14	72	58	0	32	10	71	31	67	16	48	57	23	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	0.7	50.0	40.3	0.0	22.2	6.9	49.3	21.5	100.0	11.1	33.3	39.6	16.0	
*****														

Table 4 Shopping Behaviour of the Respondents

THE CHINESE UNIVERSITY OF HONGKONG  
LINGMAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

SUPERVISOR DR. F. J. CARMONE

VINCENT SUEH KVOX SUN B.SC. (200.)

FREQUENT BUYERS OF HONGKONG MADE R-T-W LADIES' FASHION GARMENTS

*****														*****													
VS SEEK ADVICE VS END UP BUYING VS SHOP WITH FRIENDS V														DESIGNING													
TOTAL*	YES	NO	SOME*	YES	NO	SOME*	ALWAYS*	OFTEN*	OCCAS*	NEVER*	YES	NO		TOTAL*	YES	NO											
SAMPLE														SAMPLE													
	18	9	35	0	16	38	18	21	20	3	46	16															
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0															
	29.0	14.5	36.5	0.0	25.0	51.5	22.0	33.0	32.5	4.8	74.2	25.8															
*****														*****													
TREND FOLLOWERS	45	32	5	26	5	14	28	9	20	13	3	36	9														
COL. %	72.5	66.7	55.6	40.0	50.0	77.8	75.7	50.0	95.2	65.0	100.0	77.5	56.2														
ROW %	100.0	25.7	11.1	62.2	6.2	51.1	62.2	20.0	44.4	28.9	6.7	90.0	20.0														
NON-FOLLOWERS	17	6	4	7	3	4	10	9	1	7	0	30	7														
COL. %	27.4	33.3	44.4	20.0	50.0	22.2	26.5	50.0	4.8	35.0	0.0	21.7	45.7														
ROW %	100.0	35.3	23.5	41.2	17.6	23.5	38.8	52.9	5.9	41.2	0.0	58.8	41.2														
*****														*****													

Table 5 Pattern and Attitudes of Buying of Frequent Buyers of Hong Kong Made R-T-W Ladies' Fashion Garments



THE CHINESE UNIVERSITY OF HONGKONG  
LINGMAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

SUPERVISOR DR. F. J. CARMONE

VINCENT SUEN KIOK SUNG SUM B.SC. (200.)

INFREQUENT BUYERS OF HONGKONG MADE R-T-W LADIES' FASHION GARMENTS

*****														
VS SEEK ADVICE VS END UP BUYING VS SHOP WITH FRIENDS VS DESIGNING														
TOTAL	YES	NO	SOME	YES	NO	SOME	ALWAYS	OFTEN	SOMETIMES	NEVER	YES	NO		
SAMPLE	TIMES				TIMES				TIMES				IONALLY	
*****														
	30	11	4	15	5	5	20	9	6	13	2	19	11	
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	100.0	36.7	15.5	50.0	16.7	16.7	56.7	30.0	20.0	43.3	6.7	43.3	36.7	
*****														
TREND FOLLOWERS	23	19	5	19	4	2	17	5	6	10	1	17	6	
COL. %	76.7	90.9	75.0	66.7	80.0	40.0	85.0	66.7	100.0	76.9	50.0	89.5	54.5	
ROW %	100.0	43.5	15.0	43.5	17.4	0.7	75.2	25.3	26.1	43.5	4.3	73.9	26.1	
NON-FOLLOWERS	7	7	1	5	1	3	3	3	0	3	1	2	5	
COL. %	23.3	0.1	25.0	33.3	20.0	60.0	15.0	33.3	0.0	23.1	50.0	10.5	45.5	
ROW %	100.0	14.5	14.5	71.4	14.5	42.9	42.9	42.9	0.0	62.9	14.3	28.6	71.4	
*****														

Table 6 Pattern and Attitudes of Buying of Infrequent Buyers of Hong Kong Made R-T-W Ladies' Fashion Garments

THE CHINESE UNIVERSITY OF HONGKONG  
LINGNAM INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS  
SUPERVISOR DR. F. J. CARMONE  
VINCENT SUEN KWOK SUN B.Sc. (ZOO.)

FREQUENT BUYERS OF OVERSEAS MADE R-T-W LADIES' FASHION GARMENTS

*****													
VS SEEK ADVICE VS END UP BUYING VS SHOP WITH FRIENDS V												DESIGNING	
TOTAL	YES	NO	SURE**	YES	NO	SURE**	ALWAYS	OFTEN	OCCAS	NEVER	YES	NO	
SAMPLE	TIMES				TIMES				TIMES				
*****													
22	4	5	14	6	3	15	9	5	13	1	22	6	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
100.0	32.1	17.9	50.0	28.6	17.9	55.6	32.1	17.9	46.4	3.6	78.6	21.4	
*****													
TREND FOLLOWERS	23	7	5	13	6	3	14	6	5	11	1	17	6
COL. %	82.1	77.8	60.0	92.9	75.0	60.0	93.3	66.7	100.0	84.6	100.0	77.3	100.0
ROW %	100.0	30.4	13.0	55.5	26.1	15.0	60.9	26.1	21.7	47.8	4.3	73.9	26.1
*****													
NON-FOLLOWERS	5	2	2	1	2	2	1	3	0	2	0	5	0
COL. %	17.9	22.2	40.0	7.1	25.0	40.0	6.7	53.3	0.0	15.4	0.0	22.7	0.0
ROW %	100.0	40.0	40.0	20.0	40.0	40.0	20.0	60.0	0.0	40.0	0.0	100.0	0.0
*****													

Table 7 Pattern and Attitudes of Buying of Frequent Buyers of Overseas Made R-T-W Ladies' Fashion Garments



THE CHINESE UNIVERSITY OF HONGKONG  
LINGMAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

SUPERVISOR DR. F. J. CARMONE

VINCENT SUEN KWOK SUN B.Sc. (200.)

FREQUENT BUYERS OF HONGKONG MADE P-T-W LADIES' FASHION GARMENTS

*****DESSVS FOLLOW FASHION VS SPEED IN ADAPTATION*VS URGE TO BUYING UNAVAILABLE TOTAL*MAKING VERY *CLOSE**NOT*ALMOST*LESS *ONE *-MORE GO TO*MAKE *GET IT*WAIT* BUY *OTHERS SAMPLE* YES*CLOSELY IV AT ALL IMPLY N ONE TWO N 3 VRTATION IT APPROX SIMILAR*****															
50	54	4	41	37	12	25	19	3	32	10	0	3	13	4	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	100.0	6.5	66.1	27.4	19.4	45.2	30.6	4.8	51.6	16.1	0.0	4.8	21.6	6.5	
*****															
45	29	4	41	0	11	22	0	3	21	0	0	2	10	3	
72.4	35.3	100.0	100.0	0.0	91.7	78.5	47.4	100.0	65.6	90.0	0.0	66.7	76.9	75.0	
100.0	100.0	8.9	93.1	0.0	24.4	48.9	20.0	6.7	66.7	20.0	0.0	4.4	22.2	6.7	
*****															
17	5	0	0	17	1	5	10	0	11	1	0	1	3	1	
27.4	16.7	0.0	0.0	100.0	3.3	21.4	52.6	0.0	34.4	10.0	0.0	33.3	23.1	25.0	
100.0	100.0	0.0	0.0	100.0	3.9	35.3	58.8	0.0	64.7	5.9	0.0	3.9	17.6	5.9	
*****															

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Table 8 Knowledge of Fashion by Frequent Buyers of Hong Kong Made P-T-W Ladies' Fashion Garments

THE CHINESE UNIVERSITY OF HONGKONG  
LINGNAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

SUPERVISOR DR. F. J. CARMONT

VINCENT SUEN KIOK SUN B.SC. (ZOO.)

INFREQUENT BUYERS OF HONGKONG MADE R-T-W LADIES' FASHION GARMENTS

***** DOES NOT FOLLOW FASHION VS SPEED IN ADAPTATION VS URGE TO BUYING UNAVAILABLE TOTAL TAKING VERY CLOSE - TOTAL ALMOST LESS NONE - MORE TO MAKE - GET IT - WAIT - BUY - OTHERS SAMPLES YES CLOSELY BY AT ALL INDY CURE TWO OF 3 VARIATION IT SERVED SIMILAR *****														
33	14	9	23	7	0	10	12	2	16	6	1	2	3	2
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	100.0	0.0	76.7	23.3	20.0	33.3	40.0	6.7	55.6	20.0	3.3	6.7	10.0	6.7
*****														
23	12	0	23	0	0	5	11	1	16	5	0	1	2	1
76.7	85.7	0.0	100.0	0.0	100.0	50.0	61.7	50.0	87.5	83.3	0.0	50.0	66.7	50.0
100.0	100.0	0.0	100.0	0.0	20.0	21.7	47.6	4.3	60.0	21.7	0.0	4.3	8.7	4.3
*****														
7	2	0	0	7	0	5	1	1	2	1	1	1	1	1
23.3	14.3	0.0	0.0	100.0	0.0	50.0	8.3	50.0	12.5	16.7	100.0	50.0	33.3	50.0
100.0	100.0	0.0	0.0	100.0	0.0	71.4	14.3	14.3	28.6	14.3	14.3	14.3	14.3	14.3
*****														

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Table 9 Knowledge of Fashion by Infrequent Buyers of Hong Kong  
Made R-T-W Ladies' Fashion Garments



THE CHINESE UNIVERSITY OF HONGKONG

LINGNAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

SUPERVISOR DR. F. J. CARMONE

VINCENT SUEN KWOK SUN B.SC. (ZOO.)

FREQUENT BUYERS OF OVERSEAS MADE P-T-W LADIES' FASHION GARMENTS

***** DRESSERS FOLLOW FASHION VS SPEED IN ADAPTATION VS URGE TO BUYING UNAVAILABLE *****															
TOTAL MAKING VERY *CLOSE**NOT*ALMOST*LESS *ONE **MORE GO TO*MAKE *GET IT*WAIT* BUY *OTHERS															
SAMPLES *CLOSELY LY AT ALL *ONLY W ONE TWO M 3 YPTAILOR IT *ABROAD *SIMILAR *****															
	29	15	2	21	5	5	12	9	2	13	5	1	1	5	3
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	100.0	7.1	75.0	17.9	17.9	42.9	32.1	7.1	46.4	17.0	3.6	3.6	17.9	10.7
***** TREND FOLLOWERS *****															
	23	14	2	21	0	5	11	6	1	10	5	0	0	5	3
CUL. %	82.1	93.3	100.0	100.0	0.0	100.0	91.7	66.7	50.0	76.9	100.0	0.0	0.0	100.0	100.0
REV. %	100.0	100.0	8.7	91.3	0.0	21.7	47.8	26.1	4.3	43.5	21.7	0.0	0.0	21.7	13.0
***** NON-FOLLOWERS *****															
	5	1	0	0	5	0	1	3	1	3	0	1	1	0	0
CUL. %	17.9	6.7	0.0	0.0	100.0	0.0	8.3	33.3	50.0	23.1	0.0	100.0	100.0	0.0	0.0
REV. %	100.0	100.0	0.0	0.0	100.0	0.0	20.0	60.0	20.0	60.0	0.0	20.0	20.0	0.0	0.0
*****															

Table 10 Knowledge of Fashion by Frequent Buyers of Overseas Made P-T-W Ladies' Fashion Garments

THE CHINESE UNIVERSITY OF HONGKONG  
LINGNAM INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS  
SUPERVISOR DR. F. J. CARMONE  
VINCENT SOEN KWOK SUN B.SC. (ZOO.)

FREQUENT BUYERS OF HONGKONG MADE R-T-W LADIES' FASHION GARMENTS

***** US BUY AND WEAR ATTITUDE VS HONGKONG MADE GARMENTS TOTAL BUYERS * * * * * AT FREQUENT * * * * * SAMPLE ONLY * * * * * WAYS ONLY * * * * * *****											
	62	35	14	9	4	0	28	34	0	0	0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	10	56.5	22.6	14.5	8.5	0.0	45.2	57.6	0.0	0.0	0.0
*****											
TREND FOLLOWERS	65	24	11	7	3	0	17	28	0	0	0
COI. %	72.6	68.6	78.6	77.8	75.0	0.0	60.7	87.4	0.0	0.0	0.0
POV. %	100.0	53.3	24.6	15.6	6.7	0.0	37.8	62.2	0.0	0.0	0.0
NON-FOLLOWERS	17	11	3	2	1	0	11	6	0	0	0
COI. %	27.4	31.4	21.4	22.2	25.0	0.0	39.3	12.6	0.0	0.0	0.0
POV. %	100.0	66.7	17.6	11.8	5.0	0.0	62.2	35.3	0.0	0.0	0.0
*****											

Table 11 Attitudes of Frequent Buyers of Hong Kong  
Made R-T-W Ladies' Fashion Garments  
Towards New Fashion



THE CHINESE UNIVERSITY OF HONGKONG  
LINGMAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS  
SUPERVISOR DR. F. J. CARPONE  
VINCENT SUCH KOOK SUN B.SC. (ZOO.)

INFREQUENT BUYERS OF HONGKONG MADE R-T-W LADIES' FASHION GARMENTS

***** VS BUY AND WEAR ATTITUDE VS WEAR HONGKONG MADE GARMENTS TOTAL FREQUENTLY WATTARY *DINER* 41--FREQU*OCAS--SELF--NEVER SAMPLIEMPLY DURE FASH. NOTIC WAS ENTLY TONALLY OF *****											
SA	17	6	2	1	4	0	0	0	29	1	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
100.0	56.7	20.0	6.7	3.3	15.3	0.0	0.0	0.0	06.7	3.3	
*****											
TREED FOLLOWERS	27	12	5	2	1	3	0	0	0	22	4
COL. 2	76.7	70.6	83.3	100.0	100.0	75.0	0.0	0.0	0.0	75.9	100.0
ROW 7	100.0	52.2	21.7	8.7	4.3	15.0	0.0	0.0	0.0	05.7	4.3
NON-FOLLOWERS	2	5	1	0	0	1	0	0	0	7	0
COL. 2	23.3	20.0	16.7	0.0	0.0	25.0	0.0	0.0	0.0	24.7	0.0
ROW 7	100.0	71.4	14.3	0.0	0.0	30.5	0.0	0.0	0.0	100.0	0.0
*****											

Table 12 Attitudes of Infrequent Buyers of Hong Kong  
Made R-T-W Ladies' Fashion Garments Towards  
New Fashion

THE CHINESE UNIVERSITY OF HONGKONG  
LINGNAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS  
SUPERVISOR DR. S. J. CARMONE  
VINCENT SHEN KWOK SUN B.SC. (200.)

FREQUENT BUYERS OF OVERSEAS MADE R-T-W LADIES' FASHION GARMENTS

*****VS BUY AND WEAR ATTITUDE VS HONGKONG MADE GARMENTS*****											
TOTAL BUYERS: WAIT* WAIT-BUY 3* OTHER* 41-5000* OCCAS* 5000-10000* NEVER											
SAMPLE: 100% DURING FASH. WEEK DAYS: 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10% 10%											
*****											
	20	10	5	2	2	0	4	10	7	1	1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	100.0	60.0	7.3	17.4	7.3	7.3	20.4	14.3	35.7	25.0	3.6
*****											
TREND FOLLOWERS	23	14	1	4	2	2	4	6	8	0	1
COL. %	22.4	32.4	50.0	80.0	100.0	100.0	66.7	100.0	80.0	35.7	100.0
ROW %	100.0	60.0	4.3	17.4	8.7	6.7	17.4	17.4	34.8	26.7	4.3
NON-FOLLOWERS	5	3	1	1	0	0	2	0	2	1	0
COL. %	17.0	17.6	50.0	20.0	0.0	0.0	33.3	0.0	20.0	14.3	0.0
ROW %	100.0	60.0	20.0	20.0	0.0	0.0	40.0	0.0	40.0	20.0	0.0
*****											

Table 13 Attitudes of Frequent Buyers of Overseas Made R-T-W Ladies' Fashion Garments Towards New Fashion



DISTRICTS WHERE GARMENTS WERE PURCHASED WITHIN LAST SIX MONTHS

	CENTRAL	CAUSEWAY BAY	YAU MATI	MONG KOK	TSIMSHATSUI	NORTH POINT	PRINCE EDWARD ROAD	NATHAN ROAD	OTHERS
144	68	69	5	31	38	14	4	1	27
100%	26.5	26.8	1.9	12.1	14.8	5.4	15.6	0.4	10.5

Table 14

DISTRICTS WHERE GARMENTS WERE PURCHASED WITHIN 6 MONTHS

	Central	Causeway Bay	Yaumati	Mong Kok	Tsimshatsui	North Point	Prince Edward Road	Nathan Road	Other
Frequent Buyers of HK made R-T-W(%)	26 24.5	30 28.3	3 2.8	13 12.3	13 12.3	8 7.5	1 0.1	1 0.1	11 10.4
Infrequent Buyers of HK made R-T-W(%)	24 48	9 18	1 2	4 8	8 16	1 2	1 2	0	2 4
Frequent Buyers of Overseas made R-T-W(%)	23 40.4	9 15.8	0	1 1.8	13 22.8	1 1.8	3 5.3	0	7 12.3

Table 14a



## THE CHINESE UNIVERSITY OF HONGKONG

## LINGNAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

SUPERVISOR DR. F. J. CARMINE

VINCENT SUEN KUOR SUN B.Sc. (Zoo.)

OPINION OF THE DOMINATING STYLE OF LAST SEASON										
TOTAL	MINI*	* MINI*	PARABERAGLED*	PAINT*	POUSERS*	VEE*	FEATHER*	DOWN*		
SAMPLE	MAXI	MAXI	BACK	LOOKING	SUIT	* PAINT	LENGTH	KNOW		
164	9	4	8	15	12	14	11	17	12	42
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	6.2	2.8	5.6	10.4	8.3	9.7	7.6	11.3	8.3	29.2

Table 15 Respondents' Opinion of  
The Dominant Style Last Season

## B. Sc. (Zoo.)



THE CHINESE UNIVERSITY OF HONGKONG  
LEAGMAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

SUPERVISOR DR. F. A. CARNONE

VINCENT SUEE KWOK SUN B.SC. (200.)

INFREQUENT BUYERS OF HONGKONG MADE P-T-W LADIES' FASHION GARMENTS

***** CONDITION OF THE DOMINATING STYLE OF LAST SEASON TOTAL STYLE * MINI * BARE * BAGGIE * PANTS * TROUSER * KNEE * OTHER * DONT SERIES NAME BACK 100% CLO. SUEE & PART LENGTH XNOU *****											
NO	0	0	0	0	4	1	5	1	2	5	12
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	0.0	0.0	0.0	0.0	15.5	5.5	10.7	8.5	15.5	10.0	40.0
*****											
IRAND FOLLOWERS	2	0	0	0	2	1	4	1	4	3	5
COL. %	100.0	0.0	0.0	0.0	50.0	100.0	20.0	100.0	100.0	100.0	66.7
ROW. %	100.0	0.0	0.0	0.0	8.7	4.5	17.6	4.3	17.4	15.0	54.8
*****											
WOM-FOLLOWERS	2	0	0	0	2	0	1	0	0	0	4
COL. %	25.0	0.0	0.0	0.0	50.0	0.0	20.0	0.0	0.0	0.0	33.3
ROW. %	100.0	0.0	0.0	0.0	28.6	0.0	14.3	0.0	0.0	0.0	57.1
*****											

Table 17

THE CHINESE UNIVERSITY OF HONGKONG  
LINGNAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

SUPERVISOR DR. F. J. CARMONE

VINCENT SUEN KWOK SUN B.SC. (ZOO.)

FREQUENT BUYERS OF OVERSEAS MADE R-T-W LADIES' FASHION GARMENTS

***** OPTION OF THE DOMINATING STYLE OF LAST SEASON TOTAL MINI* * * * * MIDJ * RARE * BAGGED * PANTT * TROUSER * KNEE * OTHER * DON'T SAMPLE MAXI BACK LOOKING SUIT & PANT LENGTH KNOW *****											
28	3	0	2	1	3	2	3	4	6		
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	10.7	0.0	7.1	3.6	14.3	10.7	7.1	10.7	14.3	21.4	
*****											
22	2	0	2	4	4	5	2	2	4	3	
82.1	66.7	0.0	100.0	100.0	100.0	100.0	100.0	66.7	100.0	50.0	
100.0	8.7	0.0	8.7	4.3	17.4	15.0	8.7	8.7	17.4	13.0	
*****											
4	1	0	0	0	0	0	0	1	0	3	
17.0	33.3	0.0	0.0	0.0	0.0	0.0	0.0	33.3	0.0	50.0	
100.0	20.0	0.0	0.0	0.0	0.0	0.0	0.0	20.0	0.0	60.0	
*****											

TREND FOLLOWERS  
COL. %  
ROW %

NON-FOLLOWERS  
COL. %  
ROW %

Table 18



FASHIONABLE STYLES THAT WILL BE DOMINATING IN  
THE COMING SEASON IN HONG KONG

Total Sample	Mini	Maxi	Midi	Bare Back	Ragged Looking	Pantsuits	Trousers & pants	Knee Length	Other
144	30	8	23	15	24	19	30	37	45
100%	13.6	3.5	10.0	6.5	10.4	8.2	13.6	16.7	19.5

Table 19

THE FASHIONABLE STYLES THAT WILL BE DOMINATING IN HONG KONG COMING SEASON

OPINION OF	Total Sample	Mini	Maxi	Midi	Bare Back	Ragged Looking	Pant Suits	Trousers & pants	Knee Length	Others
Frequent Buyers of HK made R-T-W	62 100%	15 14.0	5 4.7	12 11.2	8 7.5	10 9.3	11 10.3	17 15.9	15 14.0	14 13.1
Infrequent Buyers of HK made R-T-W	30 100%	6 16.7	1 2.8	3 8.3	2 5.6	3 8.3	1 2.8	6 16.7	7 19.4	7 19.4
Frequent Buyers of Overseas made R-T-W	28 100%	6 12.8	2 4.3	7 14.9	5 10.6	5 10.6	4 8.4	3 6.4	5 10.6	10 21.3

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Table 20



THE CHINESE UNIVERSITY OF HONGKONG  
 LINGNAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS  
 SUPERVISOR DR. F. I. CAPONE  
 VINCENT SUEN KWOK SUN B.SC. (ZOO.)

*****															
THE WARDROBE OF THE WHOLE YEAR															
TOTAL THE	TOTAL	THE NUMBER OF				THE NUMBER OF				THE TOTAL NUMBER OF					
SAMPLE NONE	1-4	5-8	9-12	13-16	17-20	21-24	25-27	MORE	27	ROSE	1-4	5-8	9-12	13-16	
144	57	33	29	21	4	17	2	0	1	79	57	7	1	0	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
100.0	25.7	22.0	20.1	14.6	2.8	11.8	1.4	0.0	0.7	54.3	39.6	4.9	0.7	0.0	
*****															

Table 22 The Wardrobe of the Respondents

## THE CHINESE UNIVERSITY OF HONGKONG

## LINGNAM INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

SUPERVISOR DR. P. J. CARRONE

VINCENT SUEN KNOX SUN B.SC. (200.)

\*\*\*\*\*

THE WARDROBE OF THE WHOLE YEAR

TOTAL THE TOTAL NUMBER OF MAXI SKIRT

SAMPLE NONE 1-4 5-8 9-12 13-16 17-20 21-24 24-27 MORE27

\*\*\*\*\*

144	74	58	11	1	0	0	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	51.4	40.3	7.6	0.7	0.0	0.0	0.0	0.0	0.0	0.0

\*\*\*\*\*

Table 23 The number of Maxi Owned by the Respondents

\*\*\*\*\*

THE WARDROBE OF THE WHOLE YEAR

TOTAL THE TOTAL NUMBER OF BAREBACK

SAMPLE NONE 1-4 5-8 9-12 13-16 17-20 21-24 24-27 MORE27

\*\*\*\*\*

144	112	26	5	1	0	0	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	77.8	18.4	3.5	0.7	0.0	0.0	0.0	0.0	0.0	0.0

\*\*\*\*\*

Table 24 The Number of Bareback Owned by the Respondents

\*\*\*\*\*

THE WARDROBE OF THE WHOLE YEAR

TOTAL THE TOTAL NUMBER OF DOLL - STYLE SMOCK

SAMPLE NONE 1-4 5-8 9-12 13-16 17-20 21-24 24-27 MORE27

\*\*\*\*\*

144	82	55	6	1	0	0	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	56.9	33.2	4.2	0.7	0.0	0.0	0.0	0.0	0.0	0.0

\*\*\*\*\*

Table 25 The Number of Doll-Style Smocks by the Respondents

\*\*\*\*\*

THE WARDROBE OF THE WHOLE YEAR

TOTAL THE TOTAL NUMBER OF PANTSUITS

SAMPLE NONE 1-4 5-8 9-12 13-16 17-20 21-24 24-27 MORE27

\*\*\*\*\*

144	44	72	21	7	0	0	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	30.6	50.0	14.6	4.9	0.0	0.0	0.0	0.0	0.0	0.0

\*\*\*\*\*

Table 26 The Number of Pantsuits Owned by the Respondents



THE CHINESE UNIVERSITY OF HONGKONG  
LINGNAM INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

SUPERVISOR DR. F. J. CANNONE

VINCENT SOEN KWOK SUN B.S.C. (2001.)

\*\*\*\*\*

THE MAPPORE OF THE WHOLE YEAR

TOTAL THE TOTAL NUMBER OF TROUSERS AND PANTS

SAMPLE NONE 1-4 5-8 9-12 13-16 17-20 21-24 24-27 MORE27

\*\*\*\*\*

144	14	41	65	20	1	3	1	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	9.7	28.5	45.1	13.7	0.7	2.1	0.0	0.0	0.0

\*\*\*\*\*

Table 27 The Number of Trousers and Pants Owned by the Respondents

\*\*\*\*\*

THE MAPPORE OF THE WHOLE YEAR

TOTAL THE TOTAL NUMBER OF KNEE-LENGTH

SAMPLE NONE 1-4 5-8 9-12 13-16 17-20 21-24 24-27 MORE27

\*\*\*\*\*

144	63	42	11	6	0	2	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	43.7	43.1	7.6	4.2	0.0	1.4	0.0	0.0	0.0

\*\*\*\*\*

Table 28 The Number of Knee-lengthh Owned by Respondents

\*\*\*\*\*

THE MAPPORE OF THE WHOLE YEAR

TOTAL THE TOTAL NUMBER OF SKIRTS

SAMPLE NONE 1-4 5-8 9-12 13-16 17-20 21-24 24-27 MORE27

\*\*\*\*\*

144	29	34	42	27	7	5	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	20.1	23.6	29.2	18.7	4.9	3.5	0.0	0.0	0.0

\*\*\*\*\*

Table 29 The Number of Skirts Owned by Respondents

FREQUENT BUYERS OF HONGKONG MADE SRT-M LADIES' FASHION GARMENTS

	THE WARDROBE OF THE										THE WHOLE YEAR				
	THE TOTAL NUMBER OF MIDSKIRT										THE TOTAL NUMBER OF MIDSKIRT				
	SAMPLE NONE	1-4	5-8	9-12	13-16	17-20	21-24	25-27	MORE 27	NONE	1-4	5-8	9-12	13-16	
TREND FOLLOWERS	45	6	40	15	12	0	4	0	0	0	18	25	1	1	0
COL. %	22.5	3.0	20.0	7.5	6.0	0.0	2.0	0.0	0.0	0.0	9.0	12.5	0.5	0.5	0.0
ROW %	100.0	13.3	88.7	33.3	26.7	0.0	9.0	0.0	0.0	0.0	40.0	55.6	2.2	2.2	0.0
NON-FOLLOWERS	22	2	2	3	2	1	1	1	0	0	12	5	0	0	0
COL. %	27.5	2.5	2.5	3.7	2.5	1.2	1.2	1.2	0.0	0.0	15.0	6.3	0.0	0.0	0.0
ROW %	100.0	9.1	9.1	13.6	9.1	4.5	4.5	4.5	0.0	0.0	50.0	22.7	0.0	0.0	0.0

Table 30 The Wardrobe of the Respondents

FREQUENT BUYERS OF HONGKONG MADE SRT-M LADIES' FASHION GARMENTS

	THE WARDROBE OF THE										THE WHOLE YEAR				
	THE TOTAL NUMBER OF MIDSKIRT										THE TOTAL NUMBER OF MIDSKIRT				
	SAMPLE NONE	1-4	5-8	9-12	13-16	17-20	21-24	25-27	MORE 27	NONE	1-4	5-8	9-12	13-16	
TREND FOLLOWERS	28	7	8	3	0	1	3	0	0	1	10	10	3	0	0
COL. %	28.7	7.1	8.0	3.0	0.0	1.0	3.0	0.0	0.0	10.0	10.0	10.0	3.0	0.0	0.0
ROW %	100.0	25.0	28.6	10.7	0.0	3.6	10.7	0.0	0.0	3.6	35.7	35.7	10.7	0.0	0.0
NON-FOLLOWERS	7	4	3	0	0	0	0	0	0	0	5	2	0	0	0
COL. %	23.3	13.3	10.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.7	6.7	0.0	0.0	0.0
ROW %	100.0	57.1	42.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	71.4	28.6	0.0	0.0	0.0

Table 31 The Wardrobe of the Respondants



# FREQUENT BUYERS OF OVERSEAS MADE P-T-M LADIES' FASHION GARMENTS

		THE WARDROBE OF THE										THE WHOLE YEAR				
		TOTAL THE TOTAL NUMBER OF MINT SKIRT										THE TOTAL NUMBER OF MINT SKIRT				
		SAMPLE NONE	1-4	5-8	9-12	13-16	17-20	21-24	24-27	MOPE27	NONE	1-4	5-8	9-12	13-16	
		28	8	6	6	5	7	2	0	0	0	10	14	4	0	0
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		100.0	28.6	21.4	21.4	17.9	5.0	7.1	0.0	0.0	0.0	35.7	56.0	14.3	0.0	0.0
		*****														
TREND FOLLOWERS		28	5	6	5	4	7	2	0	0	0	8	11	4	0	0
COL. %		82.4	62.5	100.0	83.3	80.0	100.0	100.0	0.0	0.0	0.0	80.0	78.6	100.0	0.0	0.0
ROW %		100.0	21.7	26.1	21.7	17.4	4.3	8.7	0.0	0.0	0.0	34.8	47.8	17.4	0.0	0.0
NON-FOLLOWERS		5	3	0	1	1	0	0	0	0	0	2	3	0	0	0
COL. %		17.6	37.5	0.0	16.7	20.0	0.0	0.0	0.0	0.0	0.0	20.0	21.4	0.0	0.0	0.0
ROW %		100.0	60.0	0.0	20.0	20.0	0.0	0.0	0.0	0.0	0.0	40.0	60.0	0.0	0.0	0.0
		*****														

Table 32 The Wardrobe of the Respondents

# INFREQUENT BUYERS OF OVERSEAS MADE P-T-M LADIES' FASHION GARMENTS

		THE WARDROBE OF THE										THE WHOLE YEAR				
		TOTAL THE TOTAL NUMBER OF MINT SKIRT										THE TOTAL NUMBER OF MINT SKIRT				
		SAMPLE NONE	1-4	5-8	9-12	13-16	17-20	21-24	24-27	MOPE27	NONE	1-4	5-8	9-12	13-16	
		28	18	11	0	7	0	3	0	0	0	22	19	1	1	0
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		100.0	37.5	22.0	18.2	16.6	0.0	8.2	0.0	0.0	0.0	56.2	59.5	2.1	2.1	0.0
		*****														
TREND FOLLOWERS		33	10	7	6	5	0	8	0	0	0	14	18	1	1	0
COL. %		65.2	55.6	65.6	88.9	71.4	0.0	100.0	0.0	0.0	0.0	59.3	78.9	100.0	100.0	0.0
ROW %		100.0	30.3	21.2	26.2	15.2	0.0	9.1	0.0	0.0	0.0	48.5	65.5	3.0	3.0	0.0
NON-FOLLOWERS		15	8	4	1	2	0	0	0	0	0	12	4	0	0	0
COL. %		59.3	44.4	36.4	11.1	28.6	0.0	0.0	0.0	0.0	0.0	40.7	21.1	0.0	0.0	0.0
ROW %		100.0	53.5	26.7	6.7	13.3	0.0	0.0	0.0	0.0	0.0	73.3	26.7	0.0	0.0	0.0
		*****														

Table 33 The Wardrobe of the Respondents

FREQUENT BUYERS OF HONGKONG MADE R-T-M LADIES' FASHION GARMENTS

***** THE WARDROBE OF THE WHOLE *****										
TOTAL THE TOTAL NUMBER OF MAXI SKIRT										
SAMPLE	GROUP	1-4	5-8	9-12	13-16	17-20	21-24	24-27	MODE	27
*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
		62	51	27	4	0	0	0	0	0
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		100.0	80.0	45.5	6.5	0.0	0.0	0.0	0.0	0.0
*****										
TREND FOLLOWERS		85	20	21	4	0	0	0	0	0
COL. %		62.6	64.5	77.8	100.0	0.0	0.0	0.0	0.0	0.0
ROW %		100.0	64.4	46.7	8.9	0.0	0.0	0.0	0.0	0.0
NON-FOLLOWERS		17	11	6	0	0	0	0	0	0
COL. %		22.4	35.5	22.2	0.0	0.0	0.0	0.0	0.0	0.0
ROW %		100.0	64.7	55.5	0.0	0.0	0.0	0.0	0.0	0.0
*****										

Table 34 The Wardrobe of the Respondents

INFREQUENT BUYERS OF HONGKONG MADE R-T-M LADIES' FASHION GARMENTS

***** THE WARDROBE OF THE WHOLE *****										
TOTAL THE TOTAL NUMBER OF MAXI SKIRT										
SAMPLE	GROUP	1-4	5-8	9-12	13-16	17-20	21-24	24-27	MODE	27
*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
		10	15	11	5	1	0	0	0	0
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
		100.0	50.0	56.7	10.0	5.5	0.0	0.0	0.0	0.0
*****										
TREND FOLLOWERS		23	10	10	2	1	0	0	0	0
COL. %		76.7	66.7	90.9	66.7	100.0	0.0	0.0	0.0	0.0
ROW %		100.0	65.5	65.5	8.7	4.5	0.0	0.0	0.0	0.0
NON-FOLLOWERS		7	5	1	1	0	0	0	0	0
COL. %		23.3	33.3	9.1	33.3	0.0	0.0	0.0	0.0	0.0
ROW %		100.0	71.4	14.3	14.3	0.0	0.0	0.0	0.0	0.0
*****										

Table 35 The Wardrobe of the Respondents



FREQUENT BUYERS OF OVERSEAS MADE R-T-W LADIES' FASHION GARMENTS

***** THE WARDROBE OF THE WHOLE *****										
TOTAL THE TOTAL NUMBER OF MAKE SKIRT										
SAMPLE HOME	1-4	5-8	9-12	13-16	17-20	21-24	24-27	MORE 27		
*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
NO	11	14	3	0	0	0	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	30.3	50.0	10.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
TREND FOLLOWERS	28	9	11	5	0	0	0	0	0	0
COL. %	27.3	81.8	78.8	100.0	0.0	0.0	0.0	0.0	0.0	0.0
ROW %	100.0	30.4	47.8	15.0	0.0	0.0	0.0	0.0	0.0	0.0
NON-FOLLOWERS	5	2	3	0	0	0	0	0	0	0
COL. %	17.0	18.2	21.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ROW %	100.0	20.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****

Table 36 The Wardrobe of the Respondents

INFREQUENT BUYERS OF OVERSEAS MADE R-T-W LADIES' FASHION GARMENTS

***** THE WARDROBE OF THE WHOLE *****										
TOTAL THE TOTAL NUMBER OF MAKE SKIRT										
SAMPLE HOME	1-4	5-8	9-12	13-16	17-20	21-24	24-27	MORE 27		
*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
NO	31	13	4	0	0	0	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	84.6	27.7	8.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
TREND FOLLOWERS	13	22	5	3	0	0	0	0	0	0
COL. %	65.2	24.0	61.5	75.0	0.0	0.0	0.0	0.0	0.0	0.0
ROW %	100.0	66.7	24.2	9.1	0.0	0.0	0.0	0.0	0.0	0.0
NON-FOLLOWERS	15	0	5	1	0	0	0	0	0	0
COL. %	31.3	20.0	38.5	25.0	0.0	0.0	0.0	0.0	0.0	0.0
ROW %	100.0	60.0	33.3	6.7	0.0	0.0	0.0	0.0	0.0	0.0
*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****

Table 37 The Wardrobe of the Respondents

FREQUENT BUYERS OF HONGKONG MADE R-T-U LADIES' FASHION GARMENTS

*****											
THE WARDROBE OF THE WHOLE YEAR											
TOTAL	THE TOTAL NUMBER OF GARMENTS										
SECTOR	1-4	5-8	9-12	13-16	17-20	21-24	24-27	MORE	27		
*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
32	51	0	2	0	0	0	0	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	92.5	14.5	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
*****											
TREND FOLLOWERS	38	14	8	2	0	0	0	0	0	0	0
COL. %	72.5	66.7	100.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ROW. %	100.0	75.6	20.0	6.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
NON-FOLLOWERS	13	17	0	0	0	0	0	0	0	0	0
COL. %	27.7	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ROW. %	100.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
*****											

Table 38 The Wardrobe of the Respondents

INFREQUENT BUYERS OF HONGKONG MADE R-T-U LADIES' FASHION GARMENTS

*****											
THE WARDROBE OF THE WHOLE YEAR											
TOTAL	THE TOTAL NUMBER OF GARMENTS										
SECTOR	1-4	5-8	9-12	13-16	17-20	21-24	24-27	MORE	27		
*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
30	22	6	2	0	0	0	0	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	73.5	20.0	6.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
*****											
TREND FOLLOWERS	23	16	6	1	0	0	0	0	0	0	0
COL. %	75.7	72.7	100.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ROW. %	100.0	60.5	26.1	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
NON-FOLLOWERS	7	6	0	1	0	0	0	0	0	0	0
COL. %	23.3	27.3	0.0	50.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ROW. %	100.0	95.7	0.0	14.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
*****											

Table 39 The Wardrobe of the Respondents



FREQUENT BUYERS OF OVERSEAS MADE R-T-W LADIES' FASHION GARMENTS

*****										
THE WARDROBE OF THE WHOLE YEAR										
TOTAL	THE TOTAL	NUMBER OF GARMENTS								
SAMPLE NONE	1-4	5-8	9-12	13-16	17-20	21-24	24-27	MORE	27	
28	29	30	31	32	33	34	35	36	37	38
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	67.9	32.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
*****										
TREND FOLLOWERS	33	35	6	0	0	0	0	0	0	0
COL. %	82.4	78.9	36.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ROW %	100.0	45.2	34.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
NON-FOLLOWERS	5	4	3	0	0	0	0	0	0	0
COL. %	12.4	21.1	13.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ROW %	100.0	80.0	20.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
*****										

Table 40 The Wardrobe of the Respondents

INTERMITTENT BUYERS OF OVERSEAS MADE R-T-W LADIES' FASHION GARMENTS

*****										
THE WARDROBE OF THE WHOLE YEAR										
TOTAL	THE TOTAL	NUMBER OF GARMENTS								
SAMPLE NONE	1-4	5-8	9-12	13-16	17-20	21-24	24-27	MORE	27	
39	40	41	42	43	44	45	46	47	48	49
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	83.5	12.5	2.2	2.2	0.0	0.0	0.0	0.0	0.0	0.0
*****										
TREND FOLLOWERS	13	25	6	1	1	0	0	0	0	0
COL. %	63.7	62.5	100.0	100.0	100.0	0.0	0.0	0.0	0.0	0.0
ROW %	100.0	75.8	18.2	3.0	3.0	0.0	0.0	0.0	0.0	0.0
NON-FOLLOWERS	18	15	6	0	0	0	0	0	0	0
COL. %	31.3	37.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ROW %	100.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
*****										

Table 41 The Wardrobe of the Respondents

# FREQUENT BUYERS OF HOMEOWN MADE W-T-M LADIES' FASHION GARMENTS

*****										
THE WARDROBE OF THE WHOLE YEAR										
TOTAL	THE	TOTAL	NUMBER	OF	DOLL -	STYLE	SMOCK			
SAMPLE	TIME	1-4	5-8	9-12	13-16	17-20	21-24	24-27	MORE	27
*****										
52	56	22	2	0	0	0	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	67.3	35.5	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
*****										
TREND FOLLOWERS	35	25	18	2	0	0	0	0	0	0
COL. %	67.3	45.5	31.8	3.2	0.0	0.0	0.0	0.0	0.0	0.0
ROW %	100.0	58.5	40.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0
NON-FOLLOWERS	17	13	4	0	0	0	0	0	0	0
COL. %	32.7	24.2	18.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ROW %	100.0	78.5	23.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
*****										

Table 42 The Wardrobe of the Respondents

## FREQUENT BUYERS OF HOMEOWN MADE W-T-M LADIES' FASHION GARMENTS

*****										
THE WARDROBE OF THE WHOLE YEAR										
TOTAL	THE	TOTAL	NUMBER	OF	DOLL -	STYLE	SMOCK			
SAMPLE	TIME	1-4	5-8	9-12	13-16	17-20	21-24	24-27	MORE	27
*****										
50	18	10	1	1	0	0	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	60.0	33.3	5.5	5.5	0.0	0.0	0.0	0.0	0.0	0.0
*****										
TREND FOLLOWERS	23	14	7	1	1	0	0	0	0	0
COL. %	46.0	27.8	20.0	2.0	2.0	0.0	0.0	0.0	0.0	0.0
ROW %	100.0	60.0	30.4	4.3	4.3	0.0	0.0	0.0	0.0	0.0
NON-FOLLOWERS	7	4	3	0	0	0	0	0	0	0
COL. %	14.0	22.2	30.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
ROW %	100.0	57.1	42.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
*****										

Table 43 The Wardrobe of The Respondents



FREQUENT BUYERS OF OVERSEAS MADE R-T-M LADIES' FASHION GARMENTS

***** THE WARDROBE OF THE WHOLE YEAR *****										
TOTAL	THE	TOTAL	NUMBER	OF	COLL - STYLE	SMOCK				
SAMPLE	NO. 1-4	5-8	9-12	13-16	17-20	21-24	24-27	MODE	27	
28	16	8	4	1	0	0	0	0	0	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	52.5	28.6	10.7	3.6	0.0	0.0	0.0	0.0	0.0	0.0
*****										
TREND FOLLOWERS	32	17	6	2	1	0	0	0	0	0
COL. %	62.5	28.6	10.7	3.6	100.0	0.0	0.0	0.0	0.0	0.0
RMV. %	100.0	52.5	28.6	10.7	4.5	0.0	0.0	0.0	0.0	0.0
NON-FOLLOWERS	8	4	0	1	0	0	0	0	0	0
COL. %	15.0	28.6	0.0	33.3	0.0	0.0	0.0	0.0	0.0	0.0
RMV. %	100.0	50.0	0.0	20.0	0.0	0.0	0.0	0.0	0.0	0.0
*****										

Table 44 The Wardrobe of the Respondents

INFREQUENT BUYERS OF OVERSEAS MADE R-T-M LADIES' FASHION GARMENTS

***** THE WARDROBE OF THE WHOLE YEAR *****										
TOTAL	THE	TOTAL	NUMBER	OF	COLL - STYLE	SMOCK				
SAMPLE	NO. 1-4	5-8	9-12	13-16	17-20	21-24	24-27	MODE	27	
33	50	17	1	0	0	0	0	0	0	
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	62.5	35.4	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
*****										
TREND FOLLOWERS	33	29	12	1	0	0	0	0	0	0
COL. %	60.7	66.7	70.6	100.0	0.0	0.0	0.0	0.0	0.0	0.0
RMV. %	100.0	60.6	36.4	3.0	0.0	0.0	0.0	0.0	0.0	0.0
NON-FOLLOWERS	15	10	5	0	0	0	0	0	0	0
COL. %	31.3	33.3	29.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
RMV. %	100.0	66.7	33.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
*****										

Table 45 The Wardrobe of the Respondents

# FREQUENT BUYERS OF HONGKONG MADE R-T-W LADIES' FASHION GARMENTS

*****										
THE WARDROBE OF THE WHOLE YEAR										
TOTAL	THE	TOTAL	NUMBER OF PARTSUITS							
SAMPLE NONE	1-4	5-8	9-12	13-16	17-20	21-24	25-27	MORE	27	
*****										
52	18	28	12	4	0	0	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	20.0	45.2	19.4	6.5	0.0	0.0	0.0	0.0	0.0	0.0
*****										
TREND FOLLOWERS	85	8	24	9	4	0	0	0	0	0
COL. %	72.6	44.4	85.7	75.0	100.0	0.0	0.0	0.0	0.0	0.0
ROW %	100.0	17.8	55.3	20.0	8.9	0.0	0.0	0.0	0.0	0.0
NON-FOLLOWERS	17	10	4	3	0	0	0	0	0	0
COL. %	27.4	55.5	14.3	25.0	0.0	0.0	0.0	0.0	0.0	0.0
ROW %	100.0	58.3	23.5	17.6	0.0	0.0	0.0	0.0	0.0	0.0
*****										

Table 46 The Wardrobe of the Respondents

## INFREQUENT BUYERS OF HONGKONG MADE R-T-W LADIES' FASHION GARMENTS

*****										
THE WARDROBE OF THE WHOLE YEAR										
TOTAL	THE	TOTAL	NUMBER OF PARTSUITS							
SAMPLE NONE	1-4	5-8	9-12	13-16	17-20	21-24	25-27	MORE	27	
*****										
30	4	16	5	1	0	0	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	26.7	55.5	16.7	3.3	0.0	0.0	0.0	0.0	0.0	0.0
*****										
TREND FOLLOWERS	28	3	15	4	1	0	0	0	0	0
COL. %	76.7	37.5	93.8	80.0	100.0	0.0	0.0	0.0	0.0	0.0
ROW %	100.0	13.0	65.2	17.4	4.3	0.0	0.0	0.0	0.0	0.0
NON-FOLLOWERS	7	5	1	1	0	0	0	0	0	0
COL. %	23.3	62.5	6.2	20.0	0.0	0.0	0.0	0.0	0.0	0.0
ROW %	100.0	71.4	14.3	14.3	0.0	0.0	0.0	0.0	0.0	0.0
*****										

Table 47 The Wardrobe of the Respondents



# FREQUENT BUYERS OF OVERSEAS MADE P-T-W LADIES' FASHION GARMENTS

*****										
THE WARDROBE OF THE WHOLE YEAR										
TOTAL	THE TOTAL NUMBER OF DRESSSUITS									
SAMPLE NONE	1-4	5-8	9-12	13-16	17-20	21-24	24-27	MORE27		
*****										
23	6	12	7	3	0	0	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	21.6	42.9	25.0	10.7	0.0	0.0	0.0	0.0	0.0	0.0
*****										
TREND FOLLOWERS	23	3	11	6	3	0	0	0	0	0
COL. %	62.9	50.0	91.7	85.7	100.0	0.0	0.0	0.0	0.0	0.0
ROW %	100.0	13.0	47.8	26.7	13.0	0.0	0.0	0.0	0.0	0.0
*****										
NON-FOLLOWERS	5	3	1	1	0	0	0	0	0	0
COL. %	12.0	50.0	8.5	14.5	0.0	0.0	0.0	0.0	0.0	0.0
ROW %	100.0	50.0	20.0	20.0	0.0	0.0	0.0	0.0	0.0	0.0
*****										

Table 48 The wardrobe of the Respondents

# INFREQUENT BUYERS OF OVERSEAS MADE P-T-W LADIES' FASHION GARMENTS

*****										
THE WARDROBE OF THE WHOLE YEAR										
TOTAL	THE TOTAL NUMBER OF DRESSSUITS									
SAMPLE NONE	1-4	5-8	9-12	13-16	17-20	21-24	24-27	MODE27		
*****										
13	15	20	5	1	0	0	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	27.1	50.0	10.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0
*****										
TREND FOLLOWERS	13	7	21	4	1	0	0	0	0	0
COL. %	63.7	55.8	72.4	20.0	100.0	0.0	0.0	0.0	0.0	0.0
ROW %	100.0	24.2	63.6	12.1	3.0	0.0	0.0	0.0	0.0	0.0
NON-FOLLOWERS	15	6	5	1	0	0	0	0	0	0
COL. %	31.3	44.2	27.5	20.0	0.0	0.0	0.0	0.0	0.0	0.0
ROW %	100.0	40.0	53.3	6.7	0.0	0.0	0.0	0.0	0.0	0.0
*****										

Table 49 The Wardrobe of Respondents

# FREQUENT BUYERS OF HONGKONG MADE R-T-W LADIES' FASHION GARMENTS

***** THE WARDROBE OF THE WHOLE YEAR *****										
TOTAL	THE TOTAL NUMBER OF TROUSERS AND PANTS									
SAMPLE NO.	1-4	5-8	9-12	13-16	17-20	21-24	24-27	MODE 27		
42	0	13	20	10	0	1	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	12.5	21.0	16.8	16.1	0.0	1.6	0.0	0.0	0.0	0.0
*****										
TREND FOLLOWERS										
COL. %	5	10	21	8	0	1	0	0	0	0
ROW %	12.5	21.0	22.2	17.8	0.0	2.2	0.0	0.0	0.0	0.0
100.0	11.1	22.2	16.7	17.8	0.0	2.2	0.0	0.0	0.0	0.0
*****										
NON-FOLLOWERS										
COL. %	4	8	8	2	0	0	0	0	0	0
ROW %	22.5	22.5	22.5	20.0	0.0	0.0	0.0	0.0	0.0	0.0
100.0	22.5	17.8	17.8	11.1	0.0	0.0	0.0	0.0	0.0	0.0
*****										

Table 50 The Wardrobe of the Respondents

## INFREQUENT BUYERS OF HONGKONG MADE R-T-W LADIES' FASHION GARMENTS

***** THE WARDROBE OF THE WHOLE YEAR *****										
TOTAL	THE TOTAL NUMBER OF TROUSERS AND PANTS									
SAMPLE NO.	1-4	5-8	9-12	13-16	17-20	21-24	24-27	MODE 27		
50	8	0	12	5	0	1	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	10.0	0.0	16.7	5.0	0.0	1.0	0.0	0.0	0.0	0.0
*****										
TREND FOLLOWERS										
COL. %	23	1	8	5	0	1	0	0	0	0
ROW %	46.7	2.3	16.7	10.0	0.0	2.0	0.0	0.0	0.0	0.0
100.0	4.3	1.1	16.7	11.1	0.0	2.0	0.0	0.0	0.0	0.0
*****										
NON-FOLLOWERS										
COL. %	7	2	1	4	0	0	0	0	0	0
ROW %	23.3	6.7	11.1	33.3	0.0	0.0	0.0	0.0	0.0	0.0
100.0	28.6	14.3	11.1	57.1	0.0	0.0	0.0	0.0	0.0	0.0
*****										

Table 51 The Wardrobe of the Respondents



# FREQUENT BUYERS OF OVERSEAS MADE R-T-W LADIES' FASHION GARMENTS

*****										
THE WARDROBE OF THE WHOLE YEAR										
TOTAL THE TOTAL NUMBER OF TROUSERS AND PANTS										
SAMPLE NONE	1-4	5-8	9-12	13-16	17-20	21-24	25-27	MORE 27		
*****										
22	4	3	15	5	1	0	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	94.5	10.7	53.6	17.9	5.0	0.0	0.0	0.0	0.0	0.0
*****										
FIND FOLLOWERS	22	2	2	14	5	0	0	0	0	0
COL. %	82.7	50.0	66.7	93.5	100.0	0.0	0.0	0.0	0.0	0.0
ROW %	100.0	8.7	8.7	60.9	21.7	0.0	0.0	0.0	0.0	0.0
NON-FOLLOWERS	8	2	1	1	0	1	0	0	0	0
COL. %	12.0	50.0	33.3	6.7	0.0	100.0	0.0	0.0	0.0	0.0
ROW %	100.0	50.0	20.0	20.0	0.0	20.0	0.0	0.0	0.0	0.0
*****										

Table 52 The wardrobe of the Respondents

## INFREQUENT BUYERS OF OVERSEAS MADE R-T-W LADIES' FASHION GARMENTS

*****										
THE WARDROBE OF THE WHOLE YEAR										
TOTAL	THE TOTAL NUMBER OF TROUSERS AND PANTS									
SAMPLE NONE	1-4	5-8	9-12	13-16	17-20	21-24	25-27	MORE 27		
*****										
48	5	10	20	2	0	1	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	6.2	35.3	58.7	4.2	0.0	2.1	0.0	0.0	0.0	0.0
*****										
TROUS FOLLOVERS	33	2	14	17	2	0	1	0	0	0
COL. %	68.7	66.7	68.7	65.4	100.0	0.0	100.0	0.0	0.0	0.0
ROW %	100.0	6.1	35.3	31.5	6.1	0.0	3.0	0.0	0.0	0.0
NON-FOLLOWERS	15	1	5	9	0	0	0	0	0	0
COL. %	31.3	33.3	31.3	34.6	0.0	0.0	0.0	0.0	0.0	0.0
ROW %	100.0	6.7	35.3	60.0	0.0	0.0	0.0	0.0	0.0	0.0
*****										

Table 53 The Wardrobe of the Respondents

# FREQUENT BUYERS OF HONGKONG MADE R-T-W LADIES' FASHION GARMENTS

***** THE WARDROBE OF THE WHOLE YEAR *****										
TOTAL	THE TOTAL	NUMBER	OF	KNOW - LENGTH						
SAMPLE NONE	1-4	5-8	9-12	13-16	17-20	21-24	24-27	MODE 27		
30	25	32	5	7	0	1	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	87.1	51.6	8.1	1.6	0.0	1.5	0.0	0.0	0.0	0.0
*****										
TREND FOLLOWERS	25	19	23	2	1	0	0	0	0	0
COL. %	83.3	62.0	71.9	40.0	100.0	0.0	0.0	0.0	0.0	0.0
ROW %	100.0	62.7	53.1	6.4	2.2	0.0	0.0	0.0	0.0	0.0
NON-FOLLOWERS	5	6	9	3	0	1	0	0	0	0
COL. %	16.7	17.9	28.1	60.0	0.0	0.0	100.0	1.0	0.0	0.0
ROW %	100.0	23.5	27.8	17.0	0.0	1.0	5.0	1.0	0.0	0.0
*****										

Table 54 The Wardrobe of the Respondents

## FREQUENT BUYERS OF HONGKONG MADE R-T-W LADIES' FASHION GARMENTS

***** THE WARDROBE OF THE WHOLE YEAR *****										
TOTAL	THE TOTAL	NUMBER	OF	KNOW - LENGTH						
SAMPLE NONE	1-4	5-8	9-12	13-16	17-20	21-24	24-27	MODE 27		
30	16	10	3	5	0	1	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	63.7	35.3	10.0	10.0	0.0	0.0	0.0	0.0	0.0	0.0
*****										
TREND FOLLOWERS	23	8	10	2	3	0	0	0	0	0
COL. %	76.7	50.0	100.0	66.7	100.0	0.0	0.0	0.0	0.0	0.0
ROW %	100.0	34.3	43.5	8.7	13.0	0.0	0.0	0.0	0.0	0.0
NON-FOLLOWERS	7	6	0	1	0	0	0	0	0	0
COL. %	23.3	42.0	0.0	33.3	0.0	0.0	0.0	0.0	0.0	0.0
ROW %	100.0	85.7	0.0	14.3	0.0	0.0	0.0	0.0	0.0	0.0
*****										

Table 55 The Wardrobe of the Respondents



# FREQUENT BUYERS OF OVERSEAS MADE P-T-W LADIES' FASHION GARMENTS

***** THE WARDROBE OF THE WHOLE YEAR *****										
TOTAL	THE TOTAL NUMBER OF LACE - LENGTH									
SAMPLE MONTH	1-4	5-8	9-12	13-16	17-20	21-24	25-27	MORE+27		
12	15	2	1	0	0	0	0	0		
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
100.0	12.0	46.6	7.1	3.6	0.0	0.0	1.0	0.0		
*****										
TREND FOLLOWERS										
COL. %	75.0	64.0	100.0	100.0	0.0	0.0	0.0	0.0		
ROW %	30.1	41.8	8.7	4.5	0.0	0.0	1.0	0.0		
*****										
NON-FOLLOWERS										
COL. %	25.0	35.0	0.0	0.0	0.0	0.0	0.0	0.0		
ROW %	60.0	60.0	0.0	0.0	0.0	0.0	0.0	0.0		
*****										

Table 56 The Wardrobe of the Respondents

# FREQUENT BUYERS OF OVERSEAS MADE P-T-W LADIES' FASHION GARMENTS

***** THE WARDROBE OF THE WHOLE YEAR *****										
TOTAL THE TOTAL NUMBER OF LACE - LENGTH										
SAMPLE MONTH	1-4	5-8	9-12	13-16	17-20	21-24	25-27	MORE+27		
12	16	5	1	0	1	0	0	0		
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0		
100.0	52.1	35.5	11.4	2.1	0.0	2.1	0.0	0.0		
*****										
TREND FOLLOWERS										
COL. %	66.7	66.0	67.5	20.0	100.0	0.0	100.0	0.0	0.0	0.0
ROW %	100.0	48.5	42.6	3.0	5.0	0.0	5.0	0.0	0.0	0.0
*****										
NON-FOLLOWERS										
COL. %	33.3	34.0	32.5	80.0	0.0	0.0	0.0	0.0	0.0	0.0
ROW %	100.0	60.0	43.5	76.7	0.0	0.0	0.0	0.0	0.0	0.0
*****										

Table 57 The Wardrobe of the Respondents

FREQUENT BUYERS OF HONGKONG MADE B-I-S-W LADIES' FASHION GARMENTS

*****										
THE WARDROBE OF THE WHOLE YEAR										
TOTAL	THE TOTAL NUMBER OF SKIRTS									
SAMPLE MONTH	1-4	5-8	9-12	13-16	17-20	21-24	24-27	NOV-27		
*****										
12	16	32	19	0	4	2	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	25.5	15.4	30.6	14.5	0.5	5.2	0.0	0.0	0.0	0.0
*****										
TREND FOLLOWERS	25	10	10	13	7	3	2	0	0	0
COL. %	22.5	22.5	22.5	22.5	22.5	22.5	22.5	22.5	22.5	22.5
ROW %	100.0	22.2	22.2	22.2	22.2	22.2	22.2	22.2	22.2	22.2
NON-FOLLOWERS	32	0	2	6	2	1	0	0	0	0
COL. %	27.5	27.5	27.5	27.5	27.5	27.5	27.5	27.5	27.5	27.5
ROW %	100.0	25.5	25.5	25.5	25.5	25.5	25.5	25.5	25.5	25.5
*****										

Table 58 The Wardrobe of the Respondents

FREQUENT BUYERS OF HONGKONG MADE B-I-S-W LADIES' FASHION GARMENTS

*****										
THE WARDROBE OF THE WHOLE YEAR										
TOTAL	THE TOTAL NUMBER OF SKIRTS									
SAMPLE MONTH	1-4	5-8	9-12	13-16	17-20	21-24	24-27	NOV-27		
*****										
30	0	4	6	6	2	2	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	20.0	26.7	20.0	20.0	0.7	5.7	0.0	0.0	0.0	0.0
*****										
TREND FOLLOWERS	22	5	5	5	2	1	0	0	0	0
COL. %	22.2	22.2	22.2	22.2	22.2	22.2	22.2	22.2	22.2	22.2
ROW %	100.0	21.7	21.7	21.7	21.7	21.7	21.7	21.7	21.7	21.7
NON-FOLLOWERS	7	1	3	1	1	0	0	0	0	0
COL. %	23.3	23.3	23.3	23.3	23.3	23.3	23.3	23.3	23.3	23.3
ROW %	100.0	14.3	14.3	14.3	14.3	14.3	14.3	14.3	14.3	14.3
*****										

Table 59 The Wardrobe of the Respondents



# FREQUENT BUYERS OF OVERSEAS MADE P-T-W LADIES' FASHION GARMENTS

*****										
THE WARDROBE OF THE WHOLE YEAR										
TOTAL	THE TOTAL NUMBER OF SKIRTS									
SAMPLE NONE	1-4	5-8	9-12	13-16	17-20	21-24	25-27	MODE 27		
23	5	8	5	5	5	1	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	17.9	32.4	37.9	17.9	10.7	5.5	0.0	0.0	0.0	0.0
*****										
TREND FOLLOWERS	23	5	6	5	2	2	1	0	0	0
COL. %	22.4	100.0	66.7	100.0	80.0	66.7	100.0	0.0	0.0	0.0
ROW %	0.0	21.7	26.7	21.7	17.4	8.7	4.3	0.0	0.0	0.0
NON-FOLLOWERS	5	0	3	0	1	1	0	0	0	0
COL. %	37.5	0.0	33.3	0.0	20.0	33.3	0.0	0.0	0.0	0.0
ROW %	100.0	0.0	60.0	0.0	20.0	20.0	0.0	0.0	0.0	0.0
*****										

Table 60 The Wardrobe of the Respondents

## FREQUENT BUYERS OF OVERSEAS MADE P-T-W LADIES' FASHION GARMENTS

*****										
THE WARDROBE OF THE WHOLE YEAR										
TOTAL	THE TOTAL NUMBER OF SKIRTS									
SAMPLE NONE	1-4	5-8	9-12	13-16	17-20	21-24	25-27	MODE 27		
23	10	10	17	7	2	2	0	0	0	0
100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
100.0	30.8	20.8	35.4	16.6	4.2	4.2	0.0	0.0	0.0	0.0
*****										
TREND FOLLOWERS	23	8	7	10	4	2	2	0	0	0
COL. %	68.2	80.0	70.0	58.8	57.1	100.0	100.0	0.0	0.0	0.0
ROW %	100.0	24.2	21.2	30.5	12.1	6.1	6.1	0.0	0.0	0.0
NON-FOLLOWERS	15	2	3	7	3	0	0	0	0	0
COL. %	31.8	20.0	30.0	41.2	42.9	0.0	0.0	0.0	0.0	0.0
ROW %	100.0	13.3	20.0	46.7	20.0	0.0	0.0	0.0	0.0	0.0
*****										

Table 61 The Wardrobe of the Respondents

CLOTHING CHARACTERISTICS THAT ARE IMPORTANT IN  
BUYING EVERYDAY WEAR

	FASH'N ABLE - NESS	LOW PRICE	SUITS ME	LIKED BY FRIENDS	COMFORT ABLE	ALWAYS LOOKS GOOD	EASY TAKE CARE	WASH ABLE	HARD WEARING	DOES NOT CREASE	NOT MANY WEAR'G	INDIV IDUAL ISTIC
Percentage %	39.6	37.5	89.6	28.5	74.3	68.1	70.8	70.1	34.0	41.7	57.6	27.1

	INNOVA TION	ATTRACT IVE TO FIGURE	ALWAYS STAY FASH.	FEMININE INTEREST ING	SEX APPEAL ING	ELAG ANCE	ECON OMICAL	FITTING	BOLD	SOPHISTICATED	EYE- CATCHING
	15.3	36.8	48.6	17.4	9.0	31.3	58.3	77.8	4.9	12.5	26.4

Table 66



THE CHINESE UNIVERSITY OF HONGKONG  
LINGNAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

CLOTHING CHARACTERISTICS THAT ARE IMPORTANT IN BUYING EVERYDAY WEAR

*****														
		FASH'NLOW	SUITS	LIKED	COME	ALWAYSEASY	WASH	HARD	DOES	NOT	INDIV			
		TOTALABLE	PRICE ME	BY FR ORT	LOOKS TAKE	ABLE	WEAR	NOT	MANY	INDUAL				
		SAMPLENESS		IFNUS	SOLE	GOOD	CAPE	ING	CREASEWEAR	IGSTIC				
*****														
AGE		166	57	54	129	41	107	98	102	101	49	60	83	39
		100.0	39.5	37.5	89.6	28.5	74.3	68.1	70.8	70.1	34.0	41.7	57.6	27.1
*****														
UNDER 21		33	14	15	30	11	23	23	23	23	15	11	20	7
	ROW %	100.0	42.4	45.5	90.9	33.5	69.7	69.7	69.7	69.7	45.5	33.3	60.6	21.2
21-26		35	36	29	75	28	63	60	60	62	21	35	50	29
	ROW %	100.0	43.4	34.9	90.4	33.6	75.9	72.3	72.3	74.7	25.3	42.2	60.2	34.9
27-32		14	7	6	14	2	12	13	10	11	7	9	9	1
	ROW %	100.0	50.0	42.9	100.0	14.5	85.7	92.9	71.4	78.6	50.0	64.3	64.3	7.1
33-38		2	0	1	7	0	2	1	0	0	1	1	0	0
	ROW %	100.0	0.0	50.0	100.0	0.0	100.0	50.0	0.0	0.0	50.0	50.0	0.0	0.0
ABOVE 38		12	0	3	8	0	7	1	9	5	5	4	4	2
	ROW %	100.0	0.0	25.0	66.7	0.0	58.5	8.3	75.0	41.7	41.7	33.3	33.3	16.7
*****														

Table 67a



THE CHINESE UNIVERSITY OF HONGKONG  
LINGNAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

CLOTHING CHARACTERISTICS THAT ARE IMPORTANT IN BUYING EVERYDAY WEAR

		*****											
		INNOV ATTRACAIWAYSEFEMINISEX APRIAGA ECONO FITT BOLD SOPHISEVF-											
		TOTALATION TIVETOSTAY TWE INPEAL NCE MICAL ING TICA CATCH											
		SAMPLE FIGUREFASH. DEPENDING TFO ING *****											
AGE		164	22	53	70	25	13	45	64	112	7	18	34
		100.0	15.3	36.8	48.6	17.6	9.0	31.3	58.3	77.8	4.9	12.5	26.4
		*****											
UNDER 21		35	8	11	10	5	5	8	22	27	4	3	12
	ROW %	100.0	24.2	35.3	30.3	15.2	9.1	24.2	66.7	81.8	12.1	9.1	36.4
21-26		63	15	35	50	18	10	31	46	66	3	14	22
	ROW %	100.0	15.7	42.2	60.2	21.7	12.0	37.5	55.4	81.9	3.6	16.9	26.5
27-32		14	0	3	8	2	0	5	10	11	0	1	3
	ROW %	100.0	0.0	21.4	57.1	14.3	0.0	35.7	71.4	78.6	0.0	7.1	21.4
33-38		2	1	2	0	0	0	0	1	1	0	0	1
	ROW %	100.0	50.0	100.0	0.0	0.0	0.0	0.0	50.0	50.0	0.0	0.0	50.0
ABOVE 38		12	0	2	2	0	0	1	5	5	0	0	0
	ROW %	100.0	0.0	16.7	16.7	0.0	0.0	8.3	41.7	41.7	0.0	0.0	0.0
		*****											

Table 67b



THE CHINESE UNIVERSITY OF HONGKONG  
LINGNAM INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

CLOTHING CHARACTERISTICS THAT ARE IMPORTANT IN BUYING EVERYDAY WEAR

*****														
FASH'NLOW SUITS LIKED COMF ALWAYS EASY WASH HARD DOES NOT INDIV														
TOTALABLE PRICE ME BY FR ORT LOOKS TAKE ABLE WEAR NOT MANY QUALI														
SAMPLENESS TENS ABLE GOOD CARE ING CROASEWEAR'GISTIC														
*****														
ETHNIC GROUPS														
		144	57	54	129	41	107	98	102	101	49	60	83	39
		100.0	39.6	37.5	89.5	28.5	74.5	68.1	70.8	70.1	34.0	41.7	57.6	27.1
*****														
		17	8	6	14	4	14	11	10	11	7	9	6	5
	NON-CHINESE	100.0	47.1	35.3	82.4	23.5	82.4	64.7	58.8	64.7	41.2	52.9	35.3	29.4
	ROW %													
		127	49	48	115	37	93	87	92	90	42	51	77	34
	CHINESE	100.0	38.6	37.8	90.6	29.1	73.2	68.5	72.4	70.9	33.1	40.2	60.6	26.8
	ROW %													
*****														

CLOTHING CHARACTERISTICS THAT ARE IMPORTANT IN BUYING EVERYDAY WEAR

*****													
INNOV ATTRACALWAYSFEMINISEX APELAGA ECONO FITT BOLD SOPHISEYE-													
TOTALATION TIVETOSTAY INE INPEAL NCE MICAL ING YICA CATCH													
SAMPLE FIGUREFASH. DEPENDING TED ING													
*****													
ETHNIC GROUPS	144	22	53	70	25	13	45	84	112	7	18	38	
	100.0	15.3	36.8	48.6	17.4	9.0	31.3	58.3	77.8	4.9	12.5	26.4	
*****													
NON-CHINESE	17	3	13	9	1	1	4	6	10	1	0	6	
ROW %	100.0	17.6	76.5	52.9	5.9	5.9	23.5	35.3	58.8	5.9	0.0	35.3	
CHINESE	127	19	40	61	24	12	41	78	102	6	18	32	
ROW %	100.0	15.0	31.5	48.0	18.9	9.4	32.3	61.4	80.3	4.7	14.2	25.2	
*****													

Table 68



THE CHINESE UNIVERSITY OF HONGKONG  
LINGNAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

CLOTHING CHARACTERISTICS THAT ARE IMPORTANT IN BUYING EVERYDAY WEAR

OCCUPATION	***** FASH'NLW SUITS LIKED COMF ALWAYS EASY WASH HARD DOES NOT INDIV TOTALABLE PRICE MF BY FR ORT LOOKS TAKE APLE WEAR NOT MANY INDIV SAMPLINESS TENDS ABL 6000 CAFE ING CREASEWEAR GISTIC *****												
	144	57	54	124	47	107	98	102	101	49	60	83	39
	100.0	39.6	37.5	89.6	26.5	74.3	68.1	70.8	70.1	34.0	41.7	57.6	27.1
*****													
STUDENTS	22	11	13	25	0	17	17	17	18	8	8	14	8
ROW %	100.0	50.0	59.1	40.9	27.3	77.3	77.3	77.3	81.8	36.4	36.4	65.0	36.4
SECRETARY	18	15	7	16	4	14	13	12	14	5	11	11	7
ROW %	100.0	72.2	38.9	88.9	22.2	77.8	72.7	66.7	77.8	27.8	61.1	61.1	38.9
OFFICE WORKERS	40	14	13	38	10	30	50	55	29	16	17	24	9
ROW %	100.0	35.0	32.5	65.0	40.0	75.0	75.0	87.5	72.5	40.0	42.5	60.0	22.5
PROFESSIONS	27	8	5	14	7	18	14	13	12	5	6	12	6
ROW %	100.0	30.4	22.7	66.6	51.8	81.8	65.6	59.1	54.5	22.7	27.3	54.5	27.3
HOUSEWIVES	10	2	4	10	0	7	4	6	5	3	3	4	2
ROW %	100.0	20.0	40.0	100.0	0.0	70.0	40.0	60.0	50.0	30.0	30.0	40.0	20.0
OTHERS	32	9	12	25	8	21	20	19	23	12	15	18	7
ROW %	100.0	28.1	37.5	81.2	25.0	65.6	62.5	59.4	71.9	37.5	46.9	56.2	21.9
*****													

Table 69a



THE CHINESE UNIVERSITY OF HONGKONG  
LINGNAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

CLOTHING CHARACTERISTICS THAT ARE IMPORTANT IN BUYING EVERYDAY WEAR

		***** INNOV ATTRACALWAYSSEMINISEX APPLAGA ECONO FITT BOLD SOPHISEYE- TOTALATION TIMESTAY LINE IMPAL MCE MICAL ING TICA CATCH SAMPLE FIGURELASH. DEPENDING TED ING *****											
OCCUPATION		144	22	55	70	25	13	45	84	112	7	18	38
		100.0	15.3	36.8	46.6	17.4	9.0	31.3	58.3	77.8	4.9	12.5	26.4
		*****											
STUDENTS		22	4	11	13	6	5	8	14	19	2	4	11
	ROW %	100.0	18.2	50.0	59.1	27.5	22.7	36.4	63.6	86.4	9.1	18.2	50.0
SECRETARY		18	3	11	10	2	0	7	9	15	0	3	6
	ROW %	100.0	16.7	61.1	55.6	11.1	0.0	38.9	50.0	83.3	0.0	16.7	33.3
OFFICE WORKERS		40	4	9	21	4	1	14	27	35	2	5	6
	ROW %	100.0	10.0	22.5	52.5	10.0	2.5	35.0	67.5	87.5	5.0	12.5	15.0
PROFESSIONS		22	2	5	7	5	1	5	11	14	1	2	2
	ROW %	100.0	9.1	22.7	31.8	13.6	4.5	22.7	50.0	63.6	4.5	9.1	9.1
HOUSEWIVES		10	2	5	3	2	0	2	5	5	0	0	2
	ROW %	100.0	20.0	50.0	30.0	20.0	0.0	20.0	50.0	50.0	0.0	0.0	20.0
OTHERS		52	7	12	17	6	6	9	18	24	2	4	11
	ROW %	100.0	21.9	37.5	50.0	25.0	18.7	28.1	56.2	75.0	6.2	12.5	34.4
		*****											

Table 69b



THE CHINESE UNIVERSITY OF HONGKONG

LINGNAM INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

CLOTHING CHARACTERISTICS THAT ARE IMPORTANT IN BUYING EVERYDAY WEAR

*****													
FASHION SUITS LIKED COME ALWAYS EASY WASH HARD DOES NOT INDIV													
TOTALABLE PRICE ME BY FR ORT LOOKS TAKE ABLE WEAR NOT MANY IDUALI													
SAMPLIENESS IENDS ABLE GOOD CARE ING CREASEWEARIGSTIC													
*****													
MONTHLY INCOME	141	55	53	126	41	105	96	99	100	48	59	81	39
	100.0	39.0	37.6	80.4	29.1	76.5	68.1	70.2	70.9	34.0	41.8	57.4	27.7
*****													
LESS THAN \$2000	123	47	48	110	37	93	85	87	91	43	53	48	33
ROW %	100.0	38.2	39.0	89.4	30.1	75.6	69.1	70.7	76.0	35.0	43.1	55.3	26.8
ABOVE \$2000	18	8	5	16	4	12	11	12	9	5	6	13	6
ROW %	100.0	44.4	27.8	88.9	22.2	66.7	61.1	66.7	50.0	27.8	33.3	72.2	33.3
*****													

CLOTHING CHARACTERISTICS THAT ARE IMPORTANT IN BUYING EVERYDAY WEAR

*****													
INNOV ATTRACALWAYSEEMINISEN APELAGA BOORO FITT BOLD SOPHISEVE-													
TOTALATION TIMESTAY INF INPEAL HCE MIDAL ING TICA CATCH													
SAMPLE FIGUREEACH. DEPENDING TED ING													
*****													
MONTHLY INCOME	141	22	51	68	24	12	44	83	110	7	17	37	
	100.0	15.6	36.2	48.2	17.0	8.5	31.2	58.9	78.0	5.0	12.1	26.2	
*****													
LESS THAN \$2000	123	22	48	63	26	12	38	76	99	7	14	36	
ROW %	100.0	17.9	39.0	51.2	19.5	9.8	30.9	61.8	80.5	5.7	12.2	29.3	
ABOVE \$2000	18	0	3	5	0	0	6	7	11	0	2	1	
ROW %	100.0	0.0	16.7	27.8	0.0	0.0	33.3	38.9	61.1	0.0	11.1	5.6	
*****													

Table 70



THE CHINESE UNIVERSITY OF HONGKONG  
LINGNAM INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

CLOTHING CHARACTERISTICS THAT ARE IMPORTANT IN BUYING EVERYDAY WEAR

*****														
		FASH'NLOW	SUITS	LIKED	COMP	ALWAYS	EASY	WASH	HARD	DOES	NOT	INDIV		
		TOTALABLE	PRICE	ME	BY FR DRT	LOOKS	TAKE	ABLE	WEAR	NOT	MANY	IDUALI		
		SAMPLENESS			TENDS	ABLE	GOOD	CARE	ING	CREASE	WEAR	STIC		
*****														
MARITAL STATUS		144	57	54	129	41	107	98	102	101	49	60	83	30
		100.0	39.6	37.5	89.6	28.5	74.3	68.1	70.8	70.1	34.0	41.7	57.6	27.1
*****														
SINGLE		107	48	42	100	36	83	81	81	81	36	46	69	34
	ROW %	100.0	44.9	39.3	93.5	33.6	77.6	75.7	75.7	75.7	33.6	43.0	64.5	31.8
MARRIED		37	9	12	29	5	24	17	21	20	13	14	14	5
	ROW %	100.0	24.3	32.4	78.4	13.5	64.9	45.9	56.8	54.1	35.1	37.8	37.8	13.5
*****														

Table 71a



THE CHINESE UNIVERSITY OF HONGKONG  
LINGNAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

CLOTHING CHARACTERISTICS THAT ARE IMPORTANT IN BUYING EVERYDAY WEAR

		INNOV	ATTRAC	ALWAYS	SEMINISEX	APELAGA	ECONO	FITT	BOLD	SOPHISEVE-		
		TOTAL	ATION	TI	ETOSTAY	INF	INPEAL	NCE	MICAL	ING	TICA	CATCH
		SAMPLE	FIGURE	FEASH.	DEPEND						ING	
MARITAL STATUS		144	22	55	70	25	13	45	84	112	7	18
		100.0	15.3	38.9	48.6	17.4	9.0	31.3	58.3	77.8	4.9	12.5
SINGLE		107	20	42	50	22	12	39	69	93	6	16
	ROW %	100.0	18.7	39.3	46.7	20.6	11.2	36.4	64.5	86.9	5.6	15.0
MARRIED		37	2	11	17	3	1	6	15	19	1	2
	ROW %	100.0	5.4	29.7	46.0	8.1	2.7	16.2	40.5	51.4	2.7	5.4

Table 71b



CLOTHING CHARACTERISTICS THAT ARE IMPORTANT IN BUY CLOTHES FOR RELAXING  
AT HOME ( IN PERCENTAGE )

FASHION ABLENESS	LOW PRICE	SUITS ME	LIKED BY FRIENDS	COMFORTABLE	ALWAYS LOOKS GOOD	EASY TAKE CARE	WASH- ABLE	HARD WEARING	DOES NOT CREASE	NOT MANY WEARING	INDIVIDUALISTIC
10.4	68.1	52.1	7	89.6	22.9	68.7	78.5	45.8	28.5	21.5	6.9
INNO VATION	ATTRACT IVE TO FIGURE	ALWAYS STAYS FASH.	FEMININE INDEPEND ENCE	SEX APPEAL ING	ELE GANCE	ECON OMICAL	FITTING	BOLD	SOPHISTICATED	SO PHIS TICATED	EYE- CATCHING
7.6	6.9	9.7	2.8	5.6	5.6	63.2	43.1	4.9	3.5		2.8

Table 72

# IMPORTANT CHARACTERISTICS FOR BUYING CLOTHES FOR RELAXING AT HOME

EDUCATION LEVEL	***** FASHION SUITS LIKED COME ALWAYS EASY WASH HARD DOES NOT INDIV TOTALABLE PRICE ME BY ER ORT LOOKS TAKE ABLE WEAR NOT MANY IDUALT SAMPLENESS IENDS ABLE GOOD CARE ING CREASEWEARIGSTIC *****												
	144	15	98	75	7	129	33	99	113	66	41	31	10
	100.0	10.4	68.1	52.1	4.9	89.6	22.9	68.7	78.5	45.8	28.5	21.5	6.9
*****													
HIGH SCHOOL	80	5	60	40	2	70	22	50	64	39	25	17	6
ROW %	100.0	6.2	75.0	50.0	2.5	87.5	27.5	73.7	80.0	48.7	31.3	21.2	7.5
MATRIC OR T.C.	33	6	20	14	3	32	6	21	23	12	7	5	3
ROW %	100.0	18.2	60.6	42.4	9.1	97.0	18.2	63.6	69.7	36.4	21.2	15.2	9.1
UNIVERSITY OR GRAD.	31	4	18	21	2	27	5	10	26	15	0	0	1
ROW %	100.0	12.9	58.1	67.7	6.5	87.1	16.1	61.3	83.9	48.4	29.0	29.0	3.2

# IMPORTANT CHARACTERISTICS FOR BUYING CLOTHES FOR RELAXING AT HOME

EDUCATION LEVEL	***** INNOV ATTRACALWAYSSEMINISPA, APELAGA ECOND FITT FOLD SOPHISEYE- TOTALATION TIME TO STAY INE INPEAL NCE MICAL ING TICA CATCH SAMPLE FIGURE EACH, DEPENDING TED INC *****												
	144	11	10	14	4	8	8	91	62	7	5	4	
	100.0	7.6	6.9	9.7	2.8	5.6	5.6	63.2	43.1	4.9	3.5	2.8	
*****													
HIGH SCHOOL	80	5	2	8	1	3	3	58	37	4	2	3	
ROW %	100.0	6.2	2.5	10.0	1.2	3.7	3.7	72.5	46.3	5.0	2.5	3.7	
MATRIC OR T.C.	33	4	4	1	0	1	2	18	9	1	1	0	
ROW %	100.0	12.1	12.1	3.0	0.0	3.0	6.1	54.5	27.3	3.0	3.0	0.0	
UNIVERSITY OR GRAD.	31	2	4	5	3	4	3	15	16	2	2	1	
ROW %	100.0	6.5	12.9	16.1	9.7	12.9	9.7	48.4	51.6	6.5	6.5	3.2	
*****													

Table 73



THE CHINESE UNIVERSITY OF HONGKONG  
LINGNAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

IMPORTANT CHARACTERISTICS FOR BUYING CLOTHES FOR RELAXING AT HOME

		*****												
		FASHION	SHIRTS	LIKED	COMF	ALWAYS	EASY	WASH	HARD	DOES	NOT	INDIV		
		TOTALABLE	PRICE	ME	BY	FR	ORT	LOOKS	TAKE	ABLE	WEAR	NOT	MANY	INDUAL
		SAMPLENESS			TENDS	ABLE	GOOD	CARE			ING	CREASE	WEAR	ISTIC
		*****												
AGE		164	15	98	75	7	129	33	99	113	66	41	31	10
		100.0	10.4	68.1	52.1	4.9	80.6	22.9	63.7	78.5	45.8	28.5	21.5	6.9
		*****												
UNDER 21		33	5	25	16	3	30	12	25	24	17	7	12	3
	ROW %	100.0	15.2	75.8	48.5	9.1	90.9	36.4	75.8	72.7	51.5	21.2	36.4	9.1
21-26		25	8	56	45	4	72	16	36	69	35	28	12	5
	ROW %	100.0	9.6	67.5	54.2	4.8	86.7	19.5	67.5	65.1	42.2	33.7	14.5	6.0
27-32		14	1	13	11	0	14	5	13	14	8	4	3	1
	ROW %	100.0	7.1	92.9	76.4	0.0	100.0	35.7	92.9	100.0	57.1	28.6	21.4	7.1
33-38		2	0	0	1	0	2	0	0	0	1	1	0	0
	ROW %	100.0	0.0	0.0	50.0	0.0	100.0	0.0	0.0	0.0	50.0	50.0	0.0	0.0
ABOVE 38		12	1	4	2	0	11	0	5	6	5	1	4	1
	ROW %	100.0	8.3	33.3	16.7	0.0	91.7	0.0	41.7	50.0	41.7	8.3	33.3	8.3
		*****												

Table 7<sup>4</sup>



THE CHINESE UNIVERSITY OF HONGKONG  
LINGNAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESES

IMPORTANT CHARACTERISTICS FOR BUYING CLOTHES FOR RELAXING AT HOME

		*****											
		INNOV ATTRACAIWAYSEEMINISEX APPLAGA ECONO FITT BOLD SOPHISEVE-											
		TOTALATION TIMESTAY THE IDEAL MCF MICAL ING TICA CATCH											
		SAMPLE FIGUREFASH. DEPENDING TED ING *****											
AGE		144	11	10	14	6	8	8	91	62	7	5	4
		100.0	7.6	6.9	9.7	2.8	5.6	5.6	63.2	44.1	4.9	3.5	2.8
		*****											
UNDER 21		33	5	2	5	0	1	2	23	19	3	3	2
	ROW %	100.0	15.2	6.1	15.2	0.0	3.0	6.1	69.7	57.6	9.1	9.1	6.1
21-26		65	5	4	8	6	7	6	52	34	4	2	2
	ROW %	100.0	6.0	4.8	9.6	4.2	8.4	7.2	62.7	41.0	4.8	2.4	2.4
27-32		14	0	1	1	0	0	0	9	7	0	0	0
	ROW %	100.0	0.0	7.1	7.1	0.0	0.0	0.0	64.3	50.0	0.0	0.0	0.0
33-38		2	1	2	0	0	0	0	1	1	0	0	0
	ROW %	100.0	50.0	100.0	0.0	0.0	0.0	0.0	50.0	50.0	0.0	0.0	0.0
ABOVE 38		12	0	1	0	0	0	0	6	1	0	0	0
	ROW %	100.0	0.0	8.3	0.0	0.0	0.0	0.0	50.0	8.3	0.0	0.0	0.0
		*****											

Table 75



IMPORTANT CHARACTERISTICS FOR BUYING CLOTHES FOR RELAXING AT HOME

*****													
	FASH'NLOW	SUITS	LIKED COME	ALWAYS EASY	WASH	HARD	DOES NOT	INDIV					
	TOTALABLE	PRICE ME	BY FR ORT	LOOKS TAKE	ABLE	WEAR	NOT MANY	QUALI					
	SAMPLENESS	TENDS	ABLE	GOOD	CARE	ING	CREASE	BEARIGSTIC					
*****													
MONTHLY INCOME	144	15	06	73	7	126	33	98	111	64	41	29	9
	100.0	10.6	68.1	51.8	5.0	89.4	25.4	69.5	78.7	45.4	29.1	20.6	6.4
*****													
LESS THAN \$2000	123	15	88	67	6	111	32	86	98	55	38	23	8
ROW %	100.0	12.2	71.5	54.5	4.9	90.2	26.0	69.9	79.7	44.7	30.9	18.7	6.5
*****													
ABOVE \$2000	18	0	8	6	1	15	1	12	13	9	3	6	1
ROW %	100.0	0.0	44.4	33.3	5.6	83.3	5.6	66.7	72.2	50.0	16.7	33.3	5.6

IMPORTANT CHARACTERISTICS FOR BUYING CLOTHES FOR RELAXING AT HOME

	*****											
	INNOV	ATTRAC	ALWAYS	FEMINISE	SEX	APELAGA	ECONO	FITT	POID	SOPHISE	FEY-	
	TOTALATION	TIVETOSTAY	INE	INPEAL	NCE	MICAL	ING			YICA	CATCH	
	SAMPLE	FIGURE	FEACH	DEPENDING						TED	ING	
	*****											
MONTHLY INCOME	141	11	10	13	4	8	8	89	61	7	5	4
	100.0	7.8	7.1	9.2	2.8	5.7	5.7	63.1	43.3	5.0	3.5	2.8
	*****											
LESS THAN \$2000	123	11	10	11	4	8	8	83	56	7	5	4
ROW %	100.0	8.9	8.1	8.9	3.3	6.5	6.5	67.5	45.5	5.7	4.1	3.3
	*****											
ABOVE \$2000	18	0	0	2	0	0	0	6	5	0	0	0
ROW %	100.0	0.0	0.0	11.1	0.0	0.0	0.0	33.3	27.8	0.0	0.0	0.0
	*****											

Table 76



## IMPORTANT CHARACTERISTICS FOR BUYING CLOTHES FOR RELAXING AT HOME

		*****												
		FASHIONLOW SUITS LINED COME ALWAYS EASY WASH HARD DOES NOT INDIV												
		TOTALABLE PRICE ME LY ER DRT LOOKS TAKE ABLE WEAR NOT MANY IDUALI												
		SAMPLENESS TENDS ABLE GOOD CARE ING CHEAPWEARIGSTIC												
*****		*****												
MARITAL STATUS		144	15	98	75	7	129	33	99	113	66	41	31	10
		100.0	10.4	63.1	52.3	4.9	89.6	22.9	68.7	78.5	45.8	22.5	21.5	6.9
*****		*****												
SINGLE		107	15	76	62	6	95	28	78	89	49	34	25	5
	ROW %	100.0	12.1	71.0	57.9	5.6	88.8	26.2	72.9	83.2	45.8	31.6	23.4	4.7
MARRIED		37	2	22	13	1	34	5	21	24	17	7	6	5
	ROW %	100.0	5.4	59.5	35.1	2.7	91.9	13.5	56.8	64.9	45.9	18.9	16.2	13.5
		*****												

Table 77a



THE CHINESE UNIVERSITY OF HONGKONG  
LINGNAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

IMPORTANT CHARACTERISTICS FOR BUYING CLOTHES FOR RELAXING AT HOME

*****												
INNOV ATTRACALWAYSEEMINISEX APELAGA ECONO FITT BOLD											SOPHISEYE-	
TOTALATION TIVETOSTAY INE INPEAL NCE MICAL ING											TICA CATCH	
SAMPLE FIGURECASH, DEPENDING											TFD INS	
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Table 77b



## THE CHINESE UNIVERSITY OF HONGKONG

## LINGNAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

## IMPORTANT CHARACTERISTICS FOR BUYING CLOTHES FOR RELAXING AT HOME

OCCUPATION	*****												
	FASH'NION	SUITS	LIKED	COME	ALWAYS	EASY	WASH	HARD	DOES	NOT	INDIV		
	TOTALABLE	PRICE	ME	BY	FR	ORT	LOOKS	TAKE	ABLE	WEAR	NOT	MANY	IDUALI
	SAMPLENESS			TENDS	ABLE	GOOD	CARE			ING	CHEESEWEAR	IGSTIC	
	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
	144	15	98	75	7	129	33	99	113	66	41	31	10
	100.0	10.4	68.1	52.1	4.9	89.6	22.9	68.7	78.5	45.8	28.5	21.5	6.9
	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****
STUDENTS	22	5	19	17	2	21	7	17	18	9	5	7	1
ROW %	100.0	22.7	86.4	77.3	9.1	95.5	31.8	77.3	81.8	40.9	22.7	31.8	4.5
SECRETARY	14	2	15	11	2	18	4	15	13	7	10	1	2
ROW %	100.0	11.1	85.3	61.1	11.1	100.0	22.2	83.3	72.2	38.9	55.6	5.6	11.1
OFFICE WORKERS	40	3	28	20	2	36	14	30	37	21	10	6	2
ROW %	100.0	7.5	70.0	50.0	5.0	90.0	35.0	75.0	92.5	52.5	25.0	15.0	5.0
PROFESSIONS	22	2	8	11	1	20	2	12	15	9	1	7	0
ROW %	100.0	9.1	36.4	50.0	4.5	90.9	9.1	54.5	68.2	40.9	4.5	31.8	0.0
HOUSEWIVES	10	1	6	4	0	10	0	3	6	6	3	2	3
ROW %	100.0	10.0	60.0	40.0	0.0	100.0	0.0	30.0	60.0	60.0	30.0	20.0	30.0
OTHERS	32	2	22	12	0	24	6	22	24	14	12	8	2
ROW %	100.0	6.2	68.7	37.5	0.0	75.0	18.7	68.7	75.0	43.7	37.5	25.0	6.2
	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****	*****

Table 78a



THE CHINESE UNIVERSITY OF HONGKONG  
LINGNAM INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

IMPORTANT CHARACTERISTICS FOR BUYING CLOTHES FOR RELAXING AT HOME

		*****											
		INNOV ATTRACALWAYSSEMINISEX APPLAGA ECONO FITT BOLD SUPHISEYE-											
		TOTALATION TIVETOSTAY 1HE INPEAL NCF MICAL ING TICA CATCH											
		SAMPLE FIGUREFASH. DEPENDNG TED ING *****											
OCCUPATION		144	11	10	14	4	8	8	91	62	7	5	4
		100.0	7.6	6.9	9.7	2.8	5.6	5.6	63.2	43.1	4.9	3.5	2.8
		*****											
STUDENTS		22	1	3	4	2	2	2	14	17	2	1	2
	ROW %	100.0	4.5	13.6	18.2	9.1	9.1	9.1	63.6	77.3	9.1	4.5	9.1
SECRETARY		18	2	1	3	0	0	1	14	6	0	0	0
	ROW %	100.0	11.1	5.6	16.7	0.0	0.0	5.6	77.8	33.3	0.0	0.0	0.0
OFFICE WORKERS		40	2	1	2	1	2	1	29	16	3	1	1
	ROW %	100.0	5.0	2.5	5.0	2.5	5.0	2.5	72.5	40.0	7.5	2.5	2.5
PROFESSIONS		22	0	0	3	0	1	1	10	7	0	1	0
	ROW %	100.0	0.0	0.0	13.6	0.0	4.5	4.5	45.5	31.8	0.0	4.5	0.0
HOUSEWIVES		10	2	4	0	0	0	0	6	2	0	0	0
	ROW %	100.0	20.0	40.0	0.0	0.0	0.0	0.0	60.0	20.0	0.0	0.0	0.0
OTHERS		52	4	1	2	1	3	3	18	14	2	2	1
	ROW %	100.0	12.5	3.1	6.2	3.1	9.4	9.4	56.2	43.7	6.2	6.2	3.1
		*****											

Table 78b



## IMPORTANT CHARACTERISTICS FOR BUYING CLOTHES FOR RELAXING AT HOME

ETHNIC GROUPS	*****												
	FASH'N LOW	SUITS	LIKED COME	ALWAYS EASY	WASH	HARD	DOES NOT	INDIV	TOTALABLE	PRICE ME	BY FR ORT	LOOKS TAKE	ABLE WEAR
	SAMPLENESS	TENDS	ABLE	GOOD	CARE	ING	CREASE	WEAR	LOGIC				
	144	15	98	75	7	129	33	99	113	66	41	31	10
	100.0	10.4	68.1	52.1	4.9	89.6	22.9	68.7	78.5	45.8	28.5	21.5	6.9
*****													
NON-CHINESE	17	4	11	8	2	17	2	8	12	6	6	0	1
ROW %	100.0	23.5	64.7	47.1	11.8	100.0	11.8	47.1	79.6	35.3	35.3	0.0	5.9
CHINESE	127	11	87	67	5	112	31	91	101	60	35	31	9
ROW %	100.0	8.7	68.5	52.8	3.9	88.2	24.4	71.7	79.5	47.2	27.6	24.4	7.1
*****													

## IMPORTANT CHARACTERISTICS FOR BUYING CLOTHES FOR RELAXING AT HOME

ETHNIC GROUPS	*****												
	INNOV	ATTRAC	ALWAYS	FEMINISE	SEX	APPLAGA	ECONO	FITT	ROLD	SOPHISE	EYE-	TICA	CATCH
	TOTALATION	TIVETOSTAY	INE	INPEAL	NOE	MICAL	ING						
	SAMPLE	FIGURE	FASH,	DEPENDING								TED	ING
	144	11	10	14	4	8	8	91	62	7	5	4	
	100.0	7.6	6.9	9.7	2.8	5.6	5.6	63.2	43.1	4.9	3.5	2.8	
*****													
NON-CHINESE	17	1	4	2	0	0	0	10	5	0	0	0	
ROW %	100.0	5.9	23.5	11.8	0.0	0.0	0.0	58.8	29.4	0.0	0.0	0.0	
CHINESE	127	10	6	12	4	8	8	81	57	7	5	4	
ROW %	100.0	7.9	4.7	9.4	3.1	6.3	6.3	63.8	44.9	5.5	3.9	3.1	
*****													

Table 79



CLOTHING CHARACTERISTICS THAT ARE IMPORTANT WHEN BUYING CLOTHES  
FOR A SPECIAL OCCASION ( IN PERCENTAGE )

FASH'N ABLE NESS	LOW PRICE	SUITS ME	LIKED BY FRIENDS	COM FOR TABLE	ALWAYS LOOKS GOOD	EASY TAKE CARE	WASH ABLE	HARD WEARING	DOES NOT CREASE	NOT MANY WEARING	INDIV IDUAL ISTIC
68.1	5.6	66.7	30.6	54.2	52.1	27.1	20.8	13.2	47.9	62.5	47.2

INNO VATION	ATTRACT IVE TO FIGURE	ALWAYS STAY FASH.	FEMININE INTEREST ENCE	SEX APPEAL ING	ELE GANCE	ECO NOMICAL	FITTING	BOLD	SOPHISTICATED	EYE- CATCHING
19.4	21.5	37.5	30.6	21.5	70.1	13.9	73.6	10.4	36.8	45.8

Table 80



THE CHINESE UNIVERSITY OF HONGKONG  
LINGNAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

IMPORTANT CHARACTERISTICS FOR BUYING CLOTHES FOR A SPECIAL OCCASION

*****															
		FASH'NIOW	SUITS	LIKED	COME	ALWAYS	EASY	WASH	HARD	DOES	NOT	INDIV			
		TOTALABLE	PRICE	ME	BY	FR	ORT	LOOKS	TAKE	ABLE	WEAR	NOT	MANY	INDUALI	
		SAMPLENESS			IF	ND	ABLE	GOOD	CAFE		ING	CREASE	WEAR	'GSTIC	
*****															
AGE		144	98	8	96	44	78	75	39	30	19	69	90	68	
		100.0	68.1	5.6	65.7	50.6	54.2	52.1	27.1	20.8	13.2	47.9	62.5	47.2	
*****															
UNDER 21		33	21	2	22	14	18	21	11	11	3	18	23	14	
	ROW %	100.0	63.6	6.1	66.7	42.4	54.5	63.6	33.3	33.3	9.1	54.5	69.7	42.4	
21-26		85	62	5	50	26	47	43	23	17	14	36	59	46	
	ROW %	100.0	74.7	6.0	60.2	31.5	56.6	51.8	27.7	20.5	16.9	43.4	71.1	55.4	
27-32		14	11	1	13	4	10	9	5	2	1	11	7	6	
	ROW %	100.0	78.6	7.1	92.9	28.6	71.4	64.3	35.7	16.3	7.1	78.6	50.0	42.9	
33-38		2	0	0	1	0	1	0	0	0	1	1	0	0	
	ROW %	100.0	0.0	0.0	50.0	0.0	50.0	0.0	0.0	0.0	50.0	50.0	0.0	0.0	
ABOVE 38		12	4	0	10	0	2	2	0	0	0	3	1	2	
	ROW %	100.0	33.3	0.0	83.3	0.0	16.7	16.7	0.0	0.0	0.0	25.0	8.3	16.7	
*****															

Table 81a



THE CHINESE UNIVERSITY OF HONGKONG  
LINGNAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

IMPORTANT CHARACTERISTICS FOR BUYING CLOTHES FOR A SPECIAL OCCASION

		***** INNOV ATTRACALWAYSEEMINISEX APELAGA FCGNU FITT BOLD SOPHISEYE- TOTALATION TIVETSTAY THE IMPEAL NCF MICAL ING TICA CATCH SAMPLE FIGUREFASH. DEPENDING IFD ING *****												
AGE		144	28	31	54	44	31	101	20	106	15	53	66	
		100.0	19.4	21.5	37.5	20.0	21.5	70.1	13.9	73.6	10.4	36.8	45.8	
		*****												
UNDER 21		35	7	7	9	11	7	21	7	23	4	14	14	
	ROW %	100.0	21.2	21.2	27.3	33.3	21.2	63.6	21.2	69.7	12.1	42.4	42.4	
21-26		85	16	22	36	28	22	62	9	62	11	35	45	
	ROW %	100.0	19.3	26.5	43.4	33.7	26.5	74.7	10.8	74.7	13.3	42.2	54.2	
27-32		14	4	1	5	5	1	12	3	14	0	1	5	
	ROW %	100.0	28.6	7.1	35.7	35.7	7.1	85.7	21.4	100.0	0.0	7.1	35.7	
33-38		2	1	0	0	0	0	1	1	1	0	0	1	
	ROW %	100.0	50.0	0.0	0.0	0.0	0.0	50.0	50.0	50.0	0.0	0.0	50.0	
ABOVE 38		12	0	1	4	0	1	5	0	6	0	3	1	
	ROW %	100.0	0.0	8.3	33.3	0.0	8.3	41.7	0.0	50.0	0.0	25.0	8.3	
		*****												

Table 81b



THE CHINESE UNIVERSITY OF HONGKONG  
LINGNAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

IMPORTANT CHARACTERISTICS FOR BUYING CLOTHES FOR A SPECIAL OCCASION

		*****													
		FASH'NLOW	SUITS	LIKED	COMF	ALWAYS	EASY	WASH	HARD	DOES	NOT	INDIV			
		TOTALABLE	PRICE	ME	BY	FR	ORT	LOOKS	TAKE	ABLE	WEAR	NOT	MANY	INDUAL	
		SAMPLENESS			IFENDS	ABLE	GOOD	CARE		ING	OPPEASEWEAR	IGSTIC			
		*****													
MARITAL STATUS		144	98	8	96	44	78	75	39	30	19	69	90	68	
		100.0	66.1	5.6	66.7	30.6	54.2	52.1	27.1	20.8	13.2	47.9	62.5	47.2	
		*****													
SINGLE		107	60	8	71	37	66	61	36	27	16	53	78	56	
ROW %		100.0	74.8	7.5	66.4	34.6	61.7	57.0	33.6	25.2	15.0	49.5	72.9	52.3	
		*****													
MARRIED		37	18	0	25	7	12	14	3	3	3	16	12	12	
ROW %		100.0	48.6	0.0	67.6	18.9	32.4	37.8	8.1	8.1	8.1	43.2	32.4	32.4	
		*****													

..Table 82a



THE CHINESE UNIVERSITY OF HONGKONG  
LINGNAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

IMPORTANT CHARACTERISTICS FOR BUYING CLOTHES FOR A SPECIAL OCCASION

		*****											
		INNOV ATTRACALWAYSEFMINISEX APELAGA ECONO FITT BOLD SOPHISEYF-											
		TOTALATION TIMELOSTAY INE INPEAL NCE NICAL ING TICA CATCH											
		SAMPLE FIGUREFASH. DEPENDING DEPENDENT INGTED ING											
		*****											
MARITAL STATUS		144	28	31	54	44	31	101	29	106	15	55	66
		100.0	19.4	21.5	37.5	30.6	21.5	70.1	13.9	73.6	10.4	36.8	45.8
		*****											
SINGLE		107	22	26	45	35	26	78	13	83	11	45	57
	EDM %	100.0	20.6	24.3	42.1	32.7	24.3	72.9	16.8	77.6	10.3	42.1	53.3
MARRIED		37	6	5	9	9	5	23	2	23	4	8	9
	EDM %	100.0	16.2	13.5	24.3	24.3	13.5	62.2	5.4	62.2	10.8	21.6	24.3
		*****											

Table 82b



THE CHINESE UNIVERSITY OF HONGKONG  
LINGNAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

IMPORTANT CHARACTERISTICS FOR BUYING CLOTHES FOR A SPECIAL OCCASION

		*****											
		FASH'NLOW	SUITS	LIKED	COMP	ALWAYS	EASY	WASH	HARD	DOES	NOT	INDIV	
		TOTALABLE	PRICE	ME	BY	FR	ORT	LOOKS	TARE	ABLE	WEAR	NOT	MANY
		SAMPLENESS				IF	ABLE	GOOD	CARE		ING	CEASE	WEAR
		*****											
MONTHLY INCOME		141	95	8	44	76	74	38	29	19	67	89	68
		100.0	67.4	5.7	66.7	31.2	53.9	52.5	27.0	20.6	13.5	47.5	63.1
		*****											
LESS THAN \$2000		123	86	6	85	38	69	71	36	28	18	62	81
	ROW %	100.0	69.9	4.9	69.1	30.9	56.1	57.7	29.3	22.8	14.6	50.4	65.9
ABOVE \$2000		18	9	2	9	6	7	3	2	1	1	5	8
	ROW %	100.0	50.0	11.1	50.0	33.3	38.9	16.7	11.1	5.6	5.6	27.8	64.4
		*****											

IMPORTANT CHARACTERISTICS FOR BUYING CLOTHES FOR A SPECIAL OCCASION

		*****											
		INNOV	ATTRAC	ALWAY	SEEMIN	ISEX	APELAGA	ECONO	FITT	POLO	SOPHIS	SEYE-	
		TOTALATION	TIVETOSTAY	INE	INPEAL	NCE	MICAL	ING			TICA	SATCH	
		SAMPLE	FIGURE	FASH.	DEPPENDING						TFB	ING	
		*****											
MONTHLY INCOME		141	28	30	53	44	30	98	20	103	15	50	65
		100.0	10.9	21.3	37.6	31.2	21.3	69.5	14.2	73.0	10.6	35.5	66.1
		*****											
LESS THAN \$2000		123	27	20	47	43	29	86	18	92	15	42	62
	ROW %	100.0	22.0	23.6	38.2	35.0	23.6	69.9	14.6	74.8	12.2	34.1	50.4
ABOVE \$2000		18	1	1	6	1	1	12	2	11	0	8	3
	ROW %	100.0	5.6	5.6	37.3	5.6	5.6	66.7	11.1	61.1	0.0	44.4	16.7
		*****											

Table 83



THE CHINESE UNIVERSITY OF HONGKONG

LINGNAM INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

IMPORTANT CHARACTERISTICS FOR BUYING CLOTHES FOR A SPECIAL OCCASION

*****														
		FASH'NLOW	SUITS	LIKED	COMP	ALWAYSEASY	WASH	HARD	DOES	NOT	INDIV			
		TOTALABLE	PRICE	ME	BY FR	ORT	LOOKS	TAKE	ABLE	WEAR	NOT	MANY	INDUAL	
		SAMPLENESS			IFNDS	ABLE	GOOD	CARE		ING	CREASEWEAR	GSTIC		
*****														
OCCUPATION		144	98	8	96	44	78	75	39	30	19	69	90	68
		100.0	68.1	5.6	66.7	30.6	54.2	52.1	27.1	20.8	13.2	47.9	62.5	47.2
*****														
STUDENTS		22	14	3	15	7	15	18	12	11	4	14	18	10
	ROW %	100.0	63.6	13.6	68.2	51.8	68.2	81.8	54.5	50.0	18.2	63.6	81.8	45.5
SECRETARY		18	15	2	14	4	11	11	5	4	2	9	13	10
	ROW %	100.0	83.3	11.1	77.8	22.2	61.1	61.1	27.8	22.2	11.1	50.0	72.2	55.6
OFFICE WORKERS		40	32	1	28	13	25	25	11	10	8	21	28	20
	ROW %	100.0	80.0	2.5	70.0	32.5	62.5	62.5	27.5	25.0	20.0	52.5	70.0	50.0
PROFESSIONS		22	11	0	13	10	10	4	4	1	2	4	13	11
	ROW %	100.0	50.0	0.0	59.1	45.5	45.5	18.2	18.2	4.5	9.1	18.2	59.1	50.0
HOUSEWIVES		10	6	0	8	1	5	3	1	1	1	6	2	3
	ROW %	100.0	60.0	0.0	80.0	10.0	50.0	30.0	10.0	10.0	10.0	60.0	20.0	30.0
OTHERS		32	20	2	18	9	12	14	6	3	2	15	16	14
	ROW %	100.0	62.5	6.2	56.2	28.1	37.5	43.7	18.7	9.4	6.2	46.9	50.0	43.7
*****														

Table 84a



THE CHINESE UNIVERSITY OF HONGKONG  
LINGNAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

IMPORTANT CHARACTERISTICS FOR BUYING CLOTHES FOR A SPECIAL OCCASION

*****													
INNOV ATTRACALWAYSFEMINISEX APELAGA ECONO FITT BOLD SOPHISEYE-													
TOTALATION TIVETOSTAY INE INPEAL NCE MICAL ING TICA CATCH													
SAMPLE FIGUREFASH. DEPENDING TED ING													
*****													
144 28 31 34 44 31 101 20 106 15 53 66													
100.0 19.4 21.5 37.5 30.6 21.5 70.1 12.9 73.6 10.4 36.8 45.8													
*****													
*****													
22 5 6 13 8 6 16 4 20 3 10 15													
100.0 22.7 27.3 59.1 36.4 27.3 72.7 18.2 90.9 13.6 45.5 68.2													
*****													
18 5 7 5 7 7 16 3 13 5 7 13													
100.0 27.8 38.9 27.8 38.9 38.9 88.9 16.7 72.2 27.8 38.9 72.2													
*****													
40 6 5 15 12 5 27 8 30 2 10 18													
100.0 15.0 12.5 37.5 30.0 12.5 67.5 20.0 75.0 5.0 25.0 45.0													
*****													
22 3 4 8 4 6 14 1 14 0 6 6													
100.0 13.6 18.2 36.4 18.2 18.2 63.6 4.5 63.6 0.0 27.3 27.3													
*****													
10 3 1 2 3 1 7 1 9 1 4 3													
100.0 30.0 10.0 20.0 30.0 10.0 70.0 10.0 90.0 10.0 40.0 30.0													
*****													
32 6 8 11 10 8 21 3 20 4 16 11													
100.0 18.7 25.0 34.4 31.3 25.0 65.6 9.4 62.5 12.5 50.0 34.4													
*****													

Table 84b



THE CHINESE UNIVERSITY OF HONGKONG  
LINGMAN INSTITUTE OF BUSINESS AND ADMINISTRATION MASTER THESIS

IMPORTANT CHARACTERISTICS FOR BUYING CLOTHES FOR A SPECIAL OCCASION

		*****											
		FASH'NLOW	SUITS	LIKED	CONF	ALWAYSEASY	WASH	HARD	DOES	NOT	INDIV		
		TOTALABLE	PRICE	ME	BY	FR	ORT	LOOKS	TAKE	ABLE	WEAR	NOT	MANY
		SAMPLENESS			TENDS	ABLE	GOOD	CARE		ING	CREASEWEAR	IGSTIC	
		*****											
ETHNIC GROUPS		144	98	8	46	44	78	75	39	30	19	69	90
		100.0	68.1	5.6	66.7	30.6	54.2	52.1	27.1	20.8	13.2	47.9	62.5
		*****											
NON-CHINESE		17	11	0	11	4	8	12	5	5	2	10	10
ROW %		100.0	64.7	0.0	64.7	23.5	47.1	70.6	29.4	29.4	11.8	58.8	58.8
		*****											
CHINESE		127	87	8	85	40	70	63	34	25	17	59	80
ROW %		100.0	68.5	6.3	66.9	31.5	55.1	49.6	26.8	19.7	13.4	46.5	63.0
		*****											

IMPORTANT CHARACTERISTICS FOR BUYING CLOTHES FOR A SPECIAL OCCASION

		*****											
		INNOV	ATTRAC	ALWAYSE	FEEMIN	ISEX	APELAGA	ECONO	FITT	BOLD	SOPHISE	EYE-	
		TOTALATION	TIVETOSTAY	INE	INPEAL	NCE	MICAL	ING			TICA	CATCH	
		SAMPLE	FIGURE	FASH.	DEPENDING						TED	ING	
		*****											
ETHNIC GROUPS		144	28	31	54	44	31	101	20	106	15	53	66
		100.0	10.4	21.5	37.5	30.6	21.5	70.1	13.9	73.6	10.4	36.8	45.8
		*****											
NON-CHINESE		17	5	5	6	6	5	12	2	13	5	8	10
ROW %		100.0	29.4	29.4	35.3	35.3	29.4	70.6	11.8	76.5	29.4	47.1	58.8
		*****											
CHINESE		127	23	26	48	38	26	89	18	93	10	45	56
ROW %		100.0	18.1	20.5	37.8	29.9	20.5	70.1	14.2	73.2	7.9	35.4	44.1
		*****											

Table 85



# KEEPING UP TO DATE WITH THE LATEST CHANGES IN FASHION

ATTITUDE AGAINST TREND	TREND FOLLOWING				
	TOTAL	CLOSE	FOLLOW	NOT AT	
	SAMPLE	FOLLOW		ALL	
	144	6	101	37	
DEFINITELY DISAGREE	100.0	100.0	100.0	100.0	
	100.0	4.2	70.1	25.7	
COL. %	1	18	0	8	10
	12.5	0.0	7.0	27.0	
	100.0	0.0	44.4	55.6	
ROW %	2	15	0	10	5
	10.4	0.0	9.0	13.3	
	100.0	0.0	66.7	33.3	
MODERATELY DISAGREE	3	24	0	16	8
	16.7	0.0	15.2	21.5	
	100.0	0.0	66.7	33.3	
ROW %	4	40	1	33	6
	27.8	16.7	32.7	16.2	
	100.0	2.5	82.5	15.0	
MODERATELY AGREE	5	37	1	30	6
	25.7	16.7	29.7	16.2	
	100.0	2.7	81.1	16.2	
ROW %	6	10	4	4	2
	6.9	66.7	4.0	5.4	
	100.0	40.0	40.0	20.0	
DEFINITELY AGREE	0	0	0	0	0
	0.0	0.0	0.0	0.0	
	100.0	0.0	0.0	0.0	
NO RESPONSE					
WEIGHTED AVERAGES	3.65	5.50	3.78	2.97	
	2.43	0.70	1.69	2.58	
	1.46	0.84	1.30	1.61	
VARIANCE					
STANDARD DEVIATION					

Table 86 Attitude statement

# WOMEN WHO WORK SELDOM WEAR THE SAME CLOTHES AT HOME AS TO WORK

ATTITUDE AGAINST TREND	TREND FOLLOWING				
	TOTAL	CLOSE	FOLLOW	NOT AT	
	SAMPLE	FOLLOW		ALL	
	144	6	101	37	
DEFINITELY DISAGREE	100.0	100.0	100.0	100.0	
	100.0	4.2	70.1	25.7	
COL. %	1	10	1	8	1
	6.9	16.7	7.0	2.7	
	100.0	10.0	80.0	10.0	
ROW %	2	4	0	5	1
	4.2	0.0	5.0	2.7	
	100.0	0.0	83.3	16.7	
MODERATELY DISAGREE	3	11	1	8	2
	7.6	16.7	7.0	5.4	
	100.0	9.1	72.7	18.2	
MODERATELY AGREE	4	11	2	5	4
	7.6	33.3	5.0	10.8	
	100.0	18.2	45.5	36.4	
GENERAL AGREE	5	48	0	34	14
	33.3	0.0	33.7	37.8	
	100.0	0.0	70.8	29.2	
DEFINITELY AGREE	6	58	2	41	15
	40.3	33.3	40.6	40.5	
	100.0	7.6	70.7	25.9	
NO RESPONSE	0	0	0	0	0
	0.0	0.0	0.0	0.0	
	100.0	0.0	0.0	0.0	
WEIGHTED AVERAGES	4.77	4.00	4.73	5.00	
	2.23	3.60	2.44	1.44	
	1.40	1.90	1.56	1.20	
VARIANCE					
STANDARD DEVIATION					

Table 87 Attitude Statement



# I LIKE TO KEEP UP TO DATE ON THE LATEST NEWS

*****					
TREND FOLLOWING					
TOTAL CLOSE FOLLOW NOT AT					
SAMPLE FOLLOW ALL					
*****					
ATTITUDE AGAINST	144	6	101	37	
TREND	100.0	100.0	100.0	100.0	
	100.0	4.2	70.1	25.7	
*****					
DEFINITELY DISAGREE	1	8	0	4	4
COL. %		5.6	0.0	4.0	10.8
ROW %		100.0	0.0	50.0	50.0
GENERALLY DISAGREE	2	7	0	2	4
COL. %		4.0	0.0	3.0	10.8
ROW %		100.0	0.0	42.0	57.1
MODERATELY DISAGREE	3	17	0	12	5
COL. %		11.8	0.0	11.9	13.5
ROW %		100.0	0.0	70.6	29.6
MODERATELY AGREE	4	31	1	20	10
COL. %		21.5	16.7	19.8	27.0
ROW %		100.0	3.2	64.5	32.3
GENERALLY AGREE	5	35	1	26	8
COL. %		24.3	16.7	25.7	21.6
ROW %		100.0	2.9	74.3	22.9
DEFINITELY AGREE	6	46	4	26	6
COL. %		31.9	66.7	35.6	16.2
ROW %		100.0	8.7	78.3	13.0
NO RESPONSE	0	0	0	0	0
COL. %		0.0	0.0	0.0	0.0
ROW %		100.0	0.0	0.0	0.0
*****					
WEIGHTED AVERAGES		4.50	5.50	4.67	3.86
VARIANCE		2.10	0.20	1.84	2.45
STANDARD DEVIATION		1.45	0.84	1.36	1.57

Table 88 Attitude Statement

# I LIKE TO DESIGN MY OWN CLOTHES

*****					
TREND FOLLOWING					
TOTAL CLOSE FOLLOW NOT AT					
SAMPLE FOLLOW ALL					
*****					
ATTITUDE AGAINST	144	6	101	37	
TREND	100.0	100.0	100.0	100.0	
	100.0	4.2	70.1	25.7	
*****					
DEFINITELY DISAGREE	1	12	0	7	6
COL. %		9.0	0.0	6.0	16.2
ROW %		100.0	0.0	53.8	46.2
GENERALLY DISAGREE	2	22	0	14	8
COL. %		15.3	0.0	13.9	21.6
ROW %		100.0	0.0	63.6	36.4
MODERATELY DISAGREE	3	13	0	11	2
COL. %		9.0	0.0	10.9	5.4
ROW %		100.0	0.0	84.6	15.4
MODERATELY AGREE	4	30	0	23	7
COL. %		20.8	0.0	22.8	18.9
ROW %		100.0	0.0	76.7	23.3
GENERALLY AGREE	5	38	2	27	9
COL. %		26.4	33.3	26.7	24.3
ROW %		100.0	5.3	71.1	23.7
DEFINITELY AGREE	6	28	4	19	5
COL. %		19.4	66.7	18.8	13.5
ROW %		100.0	14.3	67.9	17.9
NO RESPONSE	0	0	0	0	0
COL. %		0.0	0.0	0.0	0.0
ROW %		100.0	0.0	0.0	0.0
*****					
WEIGHTED AVERAGES		3.09	5.67	4.05	3.54
VARIANCE		2.57	0.27	2.33	3.03
STANDARD DEVIATION		1.60	0.52	1.53	1.74

Table 89 Attitude Statement



# I OFTEN SPECIFY THE DESIGN TO MY TAILOR

*****					
TREND FOLLOWING					
TOTAL CLOSE FOLLOW NOT AT					
SAMPLE FOLLOW ALL					
*****					
ATTITUDE AGAINST	144	6	101	37	
TREND	100.0	100.0	100.0	100.0	
	100.0	4.2	70.1	25.7	
*****					
DEFINITELY DISAGREE	1	22	0	16	6
COL. %		15.3	0.0	15.8	16.2
ROW %		100.0	0.0	72.7	27.3
GENERALLY DISAGREE	2	14	0	10	4
COL. %		9.7	0.0	9.9	10.8
ROW %		100.0	0.0	71.4	28.6
MODERATELY DISAGREE	3	15	0	13	2
COL. %		10.4	0.0	12.9	5.4
ROW %		100.0	0.0	86.7	13.3
MODERATELY AGREE	4	23	2	14	7
COL. %		16.0	33.3	13.9	38.9
ROW %		100.0	8.7	60.9	30.4
GENERALLY AGREE	5	35	0	26	9
COL. %		24.3	0.0	25.7	24.3
ROW %		100.0	0.0	74.3	25.7
DEFINITELY AGREE	6	35	4	22	9
COL. %		24.3	66.7	21.8	24.3
ROW %		100.0	11.4	62.9	25.7
NO RESPONSE	0	0	0	0	0
COL. %		0.0	0.0	0.0	0.0
ROW %		100.0	0.0	0.0	0.0
*****					
WEIGHTED AVERAGES		3.97	5.33	3.89	3.97
VARIANCE		3.10	1.97	3.10	3.25
STANDARD DEVIATION		1.76	1.40	1.76	1.80

Table 90 Attitude Statement

# I SELDOM TAKE PEOPLES' ADVICE

*****					
TREND FOLLOWING					
TOTAL CLOSE FOLLOW NOT AT					
SAMPLE FOLLOW ALL					
*****					
ATTITUDE AGAINST	144	6	101	37	
TREND	100.0	100.0	100.0	100.0	
	100.0	4.2	70.1	25.7	
*****					
DEFINITELY DISAGREE	1	15	0	9	6
COL. %		10.4	0.0	8.9	16.2
ROW %		100.0	0.0	60.0	40.0
GENERALLY DISAGREE	2	11	0	6	5
COL. %		7.6	0.0	5.9	13.5
ROW %		100.0	0.0	54.5	45.5
MODERATELY DISAGREE	3	5	0	5	0
COL. %		3.5	0.0	5.0	0.0
ROW %		100.0	0.0	100.0	0.0
MODERATELY AGREE	4	14	1	11	2
COL. %		9.7	16.7	10.9	5.4
ROW %		100.0	7.1	78.6	14.3
GENERALLY AGREE	5	10	0	7	3
COL. %		6.9	0.0	6.9	8.1
ROW %		100.0	0.0	70.0	30.0
DEFINITELY AGREE	6	14	1	9	4
COL. %		9.7	16.7	8.9	10.8
ROW %		100.0	7.1	64.3	28.6
NO RESPONSE	0	25	4	54	17
COL. %		52.1	66.7	53.5	45.9
ROW %		100.0	5.3	72.0	22.7
*****					
WEIGHTED AVERAGES		1.63	1.67	1.67	1.70
VARIANCE		4.72	7.07	4.70	6.71
STANDARD DEVIATION		2.17	2.66	2.17	2.17

Table 91 Attitude Statement



# I ENJOY WINDOW SHOPPING

*****					
TREND FOLLOWING					
TOTAL CLOSURE FOLLOWING NOT AT					
SAMPLE FOLLOW ALL					
*****					
ATTITUDE AGAINST	144	6	101	37	
TREND	100.0	100.0	100.0	100.0	
	100.0	4.2	70.1	25.7	
*****					
DEFINITELY DISAGREE	1	2	0	1	1
COL. %		1.4	0.0	1.0	2.7
ROW %	100.0	0.0	50.0	50.0	
GENERALLY DISAGREE	2	9	0	5	3
COL. %		5.6	0.0	5.0	8.1
ROW %	100.0	0.0	62.5	37.5	
MODERATELY DISAGREE	3	10	0	7	3
COL. %		6.9	0.0	6.9	8.1
ROW %	100.0	0.0	70.0	30.0	
MODERATELY AGREE	4	28	1	18	9
COL. %		19.4	16.7	17.8	24.3
ROW %	100.0	3.6	64.3	32.1	
GENERALLY AGREE	5	38	0	29	9
COL. %		26.4	0.0	28.7	24.3
ROW %	100.0	0.0	76.3	23.7	
DEFINITELY AGREE	6	57	5	40	12
COL. %		39.6	83.3	39.6	32.4
ROW %	100.0	8.8	70.2	21.1	
NO RESPONSE	0	1	0	1	0
COL. %		0.7	0.0	1.0	0.0
ROW %	100.0	0.0	100.0	0.0	
*****					
WEIGHTED AVERAGES	4.81	5.67	4.84	4.57	
VARIANCE	1.24	0.67	1.69	1.92	
STANDARD DEVIATION	1.32	0.82	1.30	1.39	

Table 92 Attitude Statement

# I ENJOY LOOKING THROUGH MAGAZINES

*****					
TREND FOLLOWING					
TOTAL CLOSURE FOLLOWING NOT AT					
SAMPLE FOLLOW ALL					
*****					
ATTITUDE AGAINST	144	6	101	37	
TREND	100.0	100.0	100.0	100.0	
	100.0	4.2	70.1	25.7	
*****					
DEFINITELY DISAGREE	1	0	0	3	5
COL. %		5.6	0.0	3.0	13.5
ROW %	100.0	0.0	37.5	62.5	
GENERALLY DISAGREE	2	11	0	8	3
COL. %		7.6	0.0	7.9	8.1
ROW %	100.0	0.0	72.7	27.3	
MODERATELY DISAGREE	3	9	0	7	2
COL. %		6.2	0.0	6.9	5.4
ROW %	100.0	0.0	72.8	22.2	
MODERATELY AGREE	4	32	0	25	7
COL. %		22.2	0.0	24.8	18.9
ROW %	100.0	0.0	78.1	21.9	
GENERALLY AGREE	5	32	2	22	9
COL. %		22.9	33.3	21.8	24.3
ROW %	100.0	6.1	66.7	22.3	
DEFINITELY AGREE	6	51	4	26	11
COL. %		35.6	66.7	35.6	29.7
ROW %	100.0	7.8	70.6	21.6	
NO RESPONSE	0	0	0	0	0
COL. %		0.0	0.0	0.0	0.0
ROW %	100.0	0.0	0.0	0.0	
*****					
WEIGHTED AVERAGES	4.56	5.67	4.61	4.22	
VARIANCE	2.22	0.27	1.04	3.06	
STANDARD DEVIATION	1.49	0.52	1.30	1.75	

Table 93 Attitude Statement



# I ENJOY SHOPPING FOR CLOTHES

*****					
TREND FOLLOWING					
TOTAL CLOSURE FOLLOWING AT					
SAMPLE FOLLOW ALL					
*****					
ATTITUDE AGAINST	144	6	101	37	
TREND	100.0	100.0	100.0	100.0	
	100.0	4.2	70.1	25.7	
*****					
DEFINITELY DISAGREE	1	3	0	1	2
COL. %		2.1	0.0	1.0	5.4
ROW %		100.0	0.0	33.3	66.7
GENERALLY DISAGREE	2	9	0	5	3
COL. %		5.6	0.0	5.0	8.1
ROW %		100.0	0.0	62.5	37.5
MODERATELY DISAGREE	3	10	0	11	8
COL. %		13.2	0.0	10.9	21.6
ROW %		100.0	0.0	57.9	42.1
MODERATELY AGREE	4	41	0	22	9
COL. %		29.5	0.0	31.7	24.3
ROW %		100.0	0.0	73.0	27.0
GENERALLY AGREE	5	34	3	22	9
COL. %		23.6	50.0	21.8	24.3
ROW %		100.0	8.8	66.7	24.5
DEFINITELY AGREE	6	30	3	30	6
COL. %		27.1	50.0	29.7	16.2
ROW %		100.0	2.7	76.9	15.4
NO RESPONSE	0	0	0	0	0
COL. %		0.0	0.0	0.0	0.0
ROW %		100.0	0.0	0.0	0.0
*****					
WEIGHTED AVERAGES		4.47	5.50	4.57	4.03
VARIANCE		1.65	0.30	1.49	1.97
STANDARD DEVIATION		1.28	0.55	1.22	1.40

Table 94 Attitude Statement

# IT IS IMPORTANT TO BE ATTRACTIVE

*****					
TREND FOLLOWING					
TOTAL CLOSURE FOLLOWING AT					
SAMPLE FOLLOW ALL					
*****					
ATTITUDE AGAINST	144	6	101	37	
TREND	100.0	100.0	100.0	100.0	
	100.0	4.2	70.1	25.7	
*****					
DEFINITELY DISAGREE	1	2	0	1	1
COL. %		1.4	0.0	1.0	2.7
ROW %		100.0	0.0	50.0	50.0
GENERALLY DISAGREE	2	7	0	3	4
COL. %		4.9	0.0	3.0	10.8
ROW %		100.0	0.0	42.9	57.1
MODERATELY DISAGREE	3	12	0	7	5
COL. %		8.3	0.0	6.9	13.5
ROW %		100.0	0.0	58.3	41.7
MODERATELY AGREE	4	40	0	27	13
COL. %		27.8	0.0	26.7	35.1
ROW %		100.0	0.0	67.5	32.5
GENERALLY AGREE	5	35	1	25	9
COL. %		24.3	16.7	24.8	24.3
ROW %		100.0	2.9	71.4	25.7
DEFINITELY AGREE	6	44	5	38	5
COL. %		30.3	83.3	37.6	13.5
ROW %		100.0	10.4	79.2	10.4
NO RESPONSE	0	0	0	0	0
COL. %		0.0	0.0	0.0	0.0
ROW %		100.0	0.0	0.0	0.0
*****					
WEIGHTED AVERAGES		4.69	5.83	4.84	4.03
VARIANCE		1.52	0.17	1.33	1.63
STANDARD DEVIATION		1.23	0.41	1.16	1.28

Table 95 Attitude Statement



# I LIKE TO FEEL ATTRACTIVE TO MEN

*****					
TREND FOLLOWING					
TOTAL CLOSURE FOLLOWING NOT AT					
SAMPLE FOLLOW ALL					
*****					
ATTITUDE AGAINST	144	6	101	37	
TREND	100.0	100.0	100.0	100.0	
	100.0	4.2	70.1	25.7	
*****					
DEFINITELY DISAGREE	1	14	0	8	8
COL. %		11.1	0.0	7.9	21.6
ROW %		100.0	0.0	50.0	50.0
GENERALLY DISAGREE	2	11	0	6	5
COL. %		7.6	0.0	5.9	13.5
ROW %		100.0	0.0	54.5	45.5
MODERATELY DISAGREE	3	25	2	16	7
COL. %		17.4	33.3	15.8	18.9
ROW %		100.0	8.0	64.0	28.0
MODERATELY AGREE	4	20	0	22	7
COL. %		20.1	0.0	21.8	18.9
ROW %		100.0	0.0	75.9	24.1
GENERALLY AGREE	5	31	0	25	6
COL. %		21.5	0.0	24.8	16.2
ROW %		100.0	0.0	80.6	19.4
DEFINITELY AGREE	6	30	4	22	4
COL. %		20.8	66.7	21.8	10.8
ROW %		100.0	13.3	73.3	13.3
NO RESPONSE	0	2	0	2	0
COL. %		1.4	0.0	2.0	0.0
ROW %		100.0	0.0	100.0	0.0
*****					
WEIGHTED AVERAGES		3.02	5.00	4.09	3.27
VARIANCE		2.74	2.49	2.56	2.81
STANDARD DEVIATION		1.66	1.55	1.60	1.68

Table 96 Attitude Statement

# I TRY VERY HARD TO PLAN MY WORK CAREFULLY

*****					
TREND FOLLOWING					
TOTAL CLOSURE FOLLOWING NOT AT					
SAMPLE FOLLOW ALL					
*****					
ATTITUDE AGAINST	144	6	101	37	
TREND	100.0	100.0	100.0	100.0	
	100.0	4.2	70.1	25.7	
*****					
DEFINITELY DISAGREE	1	3	0	2	1
COL. %		2.1	0.0	2.0	2.7
ROW %		100.0	0.0	66.7	33.3
GENERALLY DISAGREE	2	6	0	5	1
COL. %		4.2	0.0	5.0	2.7
ROW %		100.0	0.0	83.3	16.7
MODERATELY DISAGREE	3	14	0	11	3
COL. %		9.7	0.0	10.9	8.1
ROW %		100.0	0.0	78.6	21.4
MODERATELY AGREE	4	37	1	30	7
COL. %		25.7	16.7	28.7	18.9
ROW %		100.0	2.7	78.6	18.9
GENERALLY AGREE	5	53	3	32	18
COL. %		36.8	50.0	31.7	48.6
ROW %		100.0	5.7	60.4	34.0
DEFINITELY AGREE	6	31	2	22	7
COL. %		21.5	33.3	21.8	18.9
ROW %		100.0	6.5	71.0	22.6
NO RESPONSE	0	0	0	0	0
COL. %		0.0	0.0	0.0	0.0
ROW %		100.0	0.0	0.0	0.0
*****					
WEIGHTED AVERAGES		4.56	5.17	4.49	4.65
VARIANCE		1.38	0.57	1.45	1.29
STANDARD DEVIATION		1.18	0.75	1.21	1.14

Table 97 Attitude Statement



I USUALLY HAVE ONE OR MORE OUTFITS IN THE LATEST STYLE

*****					
TREND FOLLOWING					
TOTAL CLOSE FOLLOW NOT AT					
SAMPLE FOLLOW ALL					
*****					
ATTITUDE AGAINST		144	6	101	37
TREND		100.0	100.0	100.0	100.0
		100.0	4.2	70.1	25.7
*****					
DEFINITELY DISAGREE	1	4	0	2	2
COL. %		2.8	0.0	2.0	5.4
ROW %		100.0	0.0	50.0	50.0
GENERALLY DISAGREE	2	11	0	3	8
COL. %		7.6	0.0	3.0	21.6
ROW %		100.0	0.0	27.3	72.7
MODERATELY DISAGREE	3	28	0	20	8
COL. %		19.4	0.0	19.8	21.6
ROW %		100.0	0.0	71.4	28.6
MODERATELY AGREE	4	44	1	20	13
COL. %		30.6	16.7	20.7	35.1
ROW %		100.0	2.3	68.2	20.5
GENERALLY AGREE	5	32	2	27	3
COL. %		22.2	33.3	26.7	8.1
ROW %		100.0	6.2	84.4	9.4
DEFINITELY AGREE	6	27	3	18	2
COL. %		18.8	50.0	17.8	5.4
ROW %		100.0	13.0	78.3	8.7
NO RESPONSE	0	2	0	1	1
COL. %		1.4	0.0	1.0	2.7
ROW %		100.0	0.0	50.0	50.0
*****					
WEIGHTED AVERAGES		4.06	5.33	4.27	3.27
VARIANCE		1.84	0.07	1.88	1.81
STANDARD DEVIATION		1.36	0.82	1.26	1.35

Table 98 Attitude Statement

I WOULD NEVER WEAR THE SAME OUTFITS TWO DAYS RUNNING

*****					
TREND FOLLOWING					
TOTAL CLOSE FOLLOW NOT AT					
SAMPLE FOLLOW ALL					
*****					
ATTITUDE AGAINST		144	6	101	37
TREND		100.0	100.0	100.0	100.0
		100.0	4.2	70.1	25.7
*****					
DEFINITELY DISAGREE	1	25	0	17	8
COL. %		17.4	0.0	16.8	21.6
ROW %		100.0	0.0	68.0	32.0
GENERALLY DISAGREE	2	22	0	14	8
COL. %		15.3	0.0	13.9	21.6
ROW %		100.0	0.0	63.6	36.4
MODERATELY DISAGREE	3	31	1	23	7
COL. %		21.5	16.7	22.8	18.9
ROW %		100.0	3.2	74.2	22.6
MODERATELY AGREE	4	15	0	10	5
COL. %		10.4	0.0	9.9	13.5
ROW %		100.0	0.0	66.7	33.3
GENERALLY AGREE	5	27	1	10	3
COL. %		18.8	16.7	18.8	8.1
ROW %		100.0	4.3	82.6	13.0
DEFINITELY AGREE	6	28	4	18	6
COL. %		19.4	66.7	17.8	16.2
ROW %		100.0	14.3	64.3	21.4
NO RESPONSE	0	0	0	0	0
COL. %		0.0	0.0	0.0	0.0
ROW %		100.0	0.0	0.0	0.0
*****					
WEIGHTED AVERAGES		3.51	5.33	3.53	3.14
VARIANCE		3.10	1.47	3.01	3.06
STANDARD DEVIATION		1.76	1.21	1.74	1.75

Table 99 Attitude Statement



# I AM GENERALLY THE FIRST OF MY FRIENDS TO BUY A NEW PRODUCT

	TREND FOLLOWING				
	TOTAL	CLOSE	FOLLOW	NOT AT	SAMPLE FOLLOW
ATTITUDE AGAINST TREND	144	6	101	37	ALL
	100.0	100.0	100.0	100.0	
	100.0	4.2	20.1	25.7	
DEFINITELY DISAGREE	1	65	0	27	18
COL. %	31.3	0.0	26.7	48.6	
ROW %	100.0	0.0	60.0	40.0	
GENERALLY DISAGREE	2	27	1	18	8
COL. %	18.7	16.7	17.8	21.6	
ROW %	100.0	3.7	46.7	29.6	
MODERATELY DISAGREE	3	25	2	21	2
COL. %	17.4	33.3	20.8	5.4	
ROW %	100.0	8.0	84.0	8.0	
MODERATELY AGREE	4	27	0	20	7
COL. %	13.7	0.0	19.8	18.9	
ROW %	100.0	0.0	74.1	25.9	
GENERALLY AGREE	5	13	2	10	1
COL. %	9.0	33.3	9.9	2.7	
ROW %	100.0	15.4	75.0	7.7	
DEFINITELY AGREE	6	5	1	4	0
COL. %	3.5	16.7	4.0	0.0	
ROW %	100.0	20.0	80.0	0.0	
NO RESPONSE	0	2	0	1	1
COL. %	1.4	0.0	1.0	2.7	
ROW %	100.0	0.0	50.0	50.0	
WEIGHTED AVERAGES	2.62	4.00	2.77	1.97	
VARIANCE	2.20	2.40	2.26	1.69	
STANDARD DEVIATION	1.51	1.55	1.50	1.30	

Table 100

Attitude Statement

# I USUALLY LOOK FOR THE LOWEST POSSIBLE PRICE

	TREND FOLLOWING				
	TOTAL	CLOSE	FOLLOW	NOT AT	SAMPLE FOLLOW
ATTITUDE AGAINST TREND	144	6	101	37	ALL
	100.0	100.0	100.0	100.0	
	100.0	4.2	20.1	25.7	
DEFINITELY DISAGREE	1	24	1	16	7
COL. %	16.7	16.7	15.8	18.9	
ROW %	100.0	4.2	60.7	29.2	
GENERALLY DISAGREE	2	10	1	16	2
COL. %	13.2	16.7	15.8	5.4	
ROW %	100.0	5.3	84.7	10.5	
MODERATELY DISAGREE	3	21	2	14	5
COL. %	14.6	33.3	13.0	13.5	
ROW %	100.0	9.5	66.7	23.8	
MODERATELY AGREE	4	32	1	25	6
COL. %	22.2	16.7	24.8	16.2	
ROW %	100.0	3.1	78.1	18.7	
GENERALLY AGREE	5	28	0	10	9
COL. %	19.4	0.0	18.8	24.3	
ROW %	100.0	0.0	67.0	32.1	
DEFINITELY AGREE	6	20	1	11	8
COL. %	13.9	16.7	10.9	21.6	
ROW %	100.0	5.0	55.0	40.0	
NO RESPONSE	0	0	0	0	0
COL. %	0.0	0.0	0.0	0.0	
ROW %	100.0	0.0	0.0	0.0	
WEIGHTED AVERAGES	3.56	3.17	3.48	3.86	
VARIANCE	2.25	2.97	2.57	3.23	
STANDARD DEVIATION	1.66	1.72	1.60	1.80	

Table 101 Attitude Statement



I FEEL VERY CONSPICUOUS IF I AM NOT WEARING THE RIGHT THING

ATTITUDE AGAINST TREND	TREND FOLLOWING				
	TOTAL	CLOSE	FOLLOW	NOT AT	
	SAMPLE	FECTION			ALL
	244	6	101	37	
	100.0	100.0	100.0	100.0	
	100.0	4.2	79.1	25.7	
	*****				
DEFINITELY DISAGREE	1	10	0	5	4
COL. %		4.0	0.0	5.0	10.8
ROW %		100.0	0.0	60.0	10.0
GENERALLY DISAGREE	2	6	0	3	3
COL. %		4.2	0.0	3.0	8.1
ROW %		100.0	0.0	50.0	50.0
MODERATELY DISAGREE	3	5	0	4	1
COL. %		3.5	0.0	4.0	2.7
ROW %		100.0	0.0	80.0	20.0
MODERATELY AGREE	4	17	0	14	3
COL. %		11.8	0.0	13.9	8.1
ROW %		100.0	0.0	82.4	17.6
GENERALLY AGREE	5	37	0	27	10
COL. %		25.7	0.0	25.7	27.0
ROW %		100.0	0.0	73.0	27.0
DEFINITELY AGREE	6	49	5	46	16
COL. %		47.2	100.0	45.5	43.2
ROW %		100.0	8.8	67.6	23.5
NO RESPONSE	0	1	0	1	0
COL. %		0.7	0.0	1.0	0.0
ROW %		100.0	0.0	100.0	0.0
	*****				
WEIGHTED AVERAGES		4.85	4.00	4.84	4.62
VARIANCE		2.38	0.00	2.22	3.02
STANDARD DEVIATION		1.54	0.00	1.49	1.74

Table 10<sub>2</sub> Attitude Statement



## CONSUMER ATTITUDE

WOMEN WHO WORK SELDOM WEAR THE SAME CLOTHES AT HOME AS TO WORK

ATTITUDE AGAINST VS OCCUPATION		OCCUPATION OF THE RESPONDENTS							
		TOTAL STUDY - SECRETARY OFFICE PROFESSIONAL HOUSEWORKERS							
		SAMPLE ENT - TARY CLERK SESSION WIVES							
		144	22	18	40	22	10	32	
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	
		100.0	15.3	12.5	27.5	15.3	6.9	22.2	
		*****							
DEFINITELY DISAGREE	1	10	0	0	2	1	1	6	
COL. %		6.9	0.0	0.0	5.0	4.5	10.0	18.7	
ROW %		100.0	0.0	0.0	20.0	50.0	10.0	60.0	
GENERALLY DISAGREE	2	6	1	0	1	1	1	2	
COL. %		4.2	4.5	0.0	2.5	4.5	10.0	6.2	
ROW %		100.0	16.7	0.0	16.7	16.7	16.7	33.3	
MODERATELY DISAGREE	3	11	1	1	2	0	1	6	
COL. %		7.6	4.5	5.6	5.0	0.0	10.0	18.7	
ROW %		100.0	9.1	9.1	18.2	0.0	9.1	54.5	
MODERATELY AGREE	4	11	3	4	2	1	0	1	
COL. %		7.6	13.6	22.2	5.0	4.5	0.0	3.1	
ROW %		100.0	27.3	36.4	18.2	9.1	0.0	9.1	
GENERALLY AGREE	5	48	12	4	13	14	0	5	
COL. %		33.3	54.5	22.2	32.5	63.6	0.0	15.6	
ROW %		100.0	25.0	8.3	27.1	29.2	0.0	10.4	
DEFINITELY AGREE	6	58	5	0	20	5	7	12	
COL. %		40.3	22.7	50.0	50.0	22.7	70.0	37.5	
ROW %		100.0	8.6	15.5	34.5	8.6	12.1	20.7	
NO RESPONSE	0	0	0	0	0	0	0	0	
COL. %		0.0	0.0	0.0	0.0	0.0	0.0	0.0	
ROW %		100.0	0.0	0.0	0.0	0.0	0.0	0.0	
		*****							
WEIGHTED AVERAGES		4.77	4.86	5.17	5.08	4.86	4.80	4.03	
VARIANCE		2.23	6.98	0.97	1.81	1.46	3.96	3.90	
STANDARD DEVIATION		1.49	6.99	0.99	1.35	1.21	1.99	1.98	

Table 103 Attitude Statement



## CONSUMER ATTITUDE

## I SELDOM TAKE PEOPLE'S' ADVICE

		OCCUPATION OF THE RESPONDENTS							
		TOTAL STUDENT SECRETARY OFFICE PROFESSIONAL HOUSEWIVES OTHERS							
		SAMPLE SIZE - 1000							
		*****							
ATTITUDE AGAINST VS OCCUPATION		144	22	18	40	22	10	32	
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	
		100.0	15.3	12.5	27.8	15.3	6.9	22.2	
		*****							
DEFINITELY DISAGREE	1	22	3	2	6	4	2	5	
	COL. %	15.3	13.6	11.1	15.0	18.2	20.0	15.6	
	ROW %	100.0	13.6	9.1	27.3	18.2	9.1	22.7	
GENERALLY DISAGREE	2	33	4	3	12	6	1	7	
	COL. %	22.9	18.2	16.7	30.0	27.3	10.0	21.9	
	ROW %	100.0	12.1	9.1	36.4	18.2	3.0	21.2	
MODERATELY DISAGREE	3	27	5	3	6	3	5	5	
	COL. %	18.7	22.7	16.7	15.0	13.6	50.0	15.6	
	ROW %	100.0	18.5	11.1	22.2	11.1	18.5	18.5	
MODERATELY AGREE	4	36	5	7	11	6	0	7	
	COL. %	25.0	22.7	38.9	27.5	27.3	0.0	21.9	
	ROW %	100.0	13.9	19.4	30.6	16.7	0.0	19.4	
GENERALLY AGREE	5	19	4	2	4	3	1	5	
	COL. %	13.2	18.2	11.1	10.0	13.6	10.0	15.6	
	ROW %	100.0	21.1	10.5	21.1	13.8	5.3	26.3	
DEFINITELY AGREE	6	7	1	1	1	0	1	3	
	COL. %	4.0	4.5	5.6	2.5	0.0	10.0	9.4	
	ROW %	100.0	14.3	14.3	14.3	0.0	14.3	42.9	
NO RESPONSE	0	0	0	0	0	0	0	0	
	COL. %	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	ROW %	100.0	0.0	0.0	0.0	0.0	0.0	0.0	
		*****							
WEIGHTED AVERAGES		3.12	3.27	3.39	2.95	2.91	3.00	3.28	
VARIANCE		2.05	2.11	1.90	1.84	1.90	2.44	2.53	
STANDARD DEVIATION		1.43	1.45	1.38	1.36	1.38	1.56	1.59	

Table 104 Attitude Statement



## CONSUMER ATTITUDE

## I ENJOY WINDOW SHOPPING

		OCCUPATION OF THE RESPONDENTS							
		TOTAL STUD - SEC'RE - OFF'CE - PROF - HOUSE - OTHERS							
		SAMPLE ENT - Y'RY - CLERK - ESS'ION - WIVES							
ATTITUDE VS OCCUPATION	AGAINST	144	22	18	40	22	10	32	
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	
		100.0	15.3	12.5	27.8	15.3	6.9	22.2	
DEFINITELY DISAGREE	1	8	0	0	4	2	1	1	
	COL. %	5.6	0.0	0.0	10.0	9.1	10.0	3.1	
	ROW %	100.0	0.0	0.0	50.0	25.0	12.5	12.5	
GENERALLY DISAGREE	2	11	2	0	1	3	2	3	
	COL. %	7.6	9.1	0.0	2.5	13.6	20.0	9.4	
	ROW %	100.0	18.2	0.0	9.1	27.3	18.2	27.3	
MODERATELY DISAGREE	3	0	2	2	2	2	1	0	
	COL. %	6.2	9.1	11.1	5.0	9.1	10.0	0.0	
	ROW %	100.0	22.2	22.2	22.2	22.2	11.1	0.0	
MODERATELY AGREE	4	32	7	6	9	4	2	4	
	COL. %	22.2	31.8	33.3	22.5	18.2	20.0	12.5	
	ROW %	100.0	21.9	18.7	26.1	12.5	6.2	12.5	
GENERALLY AGREE	5	33	4	4	9	5	0	11	
	COL. %	22.9	18.2	22.2	22.5	22.7	0.0	34.4	
	ROW %	100.0	12.1	12.1	27.3	15.2	0.0	33.3	
DEFINITELY AGREE	6	51	7	6	15	6	4	13	
	COL. %	35.4	31.8	33.3	37.5	27.3	40.0	40.6	
	ROW %	100.0	13.7	11.8	29.4	11.8	7.8	25.5	
NO RESPONSE	0	0	0	0	0	0	0	0	
	COL. %	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	ROW %	100.0	0.0	0.0	0.0	0.0	0.0	0.0	
WEIGHTED AVERAGES		4.56	4.55	4.78	4.58	4.14	4.00	4.87	
VARIANCE		2.22	1.69	1.12	2.51	2.89	3.78	1.92	
STANDARD DEVIATION		1.49	1.30	1.06	1.58	1.70	1.94	1.39	

Table 105

Attitude Statement



## CONSUMER ATTITUDE

WOMEN WHO WORK SPEND A LOT MORE MONEY ON CLOTHES THAN THOSE WHO DO

*****								
OCCUPATION OF THE RESPONDENTS								
TOTAL STUDENT SECRETARY CLERK HOUSEWIVES OTHERS								
*****								
ATTITUDE AGAINST	144	22	13	40	22	10	32	
VS. OCCUPATION	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
	100.0	15.3	12.5	27.8	15.3	6.9	22.2	
*****								
DEFINITELY DISAGREE	1	3	0	0	1	1	0	1
COL. %	2.1	0.0	0.0	2.5	4.5	0.0	3.1	
ROW %	100.0	0.0	0.0	33.3	33.3	0.0	33.3	
GENERALLY DISAGREE	2	4	0	1	3	0	0	2
COL. %	4.2	0.0	5.6	7.5	0.0	0.0	6.2	
ROW %	100.0	0.0	16.7	50.0	0.0	0.0	33.3	
MODERATELY DISAGREE	3	16	5	1	5	2	2	1
COL. %	11.1	22.7	5.6	12.5	9.1	20.0	3.1	
ROW %	100.0	31.3	6.2	31.3	12.5	12.5	6.2	
MODERATELY AGREE	4	28	3	3	4	5	1	9
COL. %	17.4	13.6	16.7	10.0	22.7	10.0	28.1	
ROW %	100.0	12.0	12.0	16.0	20.0	4.0	36.0	
GENERALLY AGREE	5	35	7	4	9	7	1	7
COL. %	24.3	31.8	22.2	22.5	31.8	10.0	21.9	
ROW %	100.0	20.0	11.4	25.7	20.0	2.9	20.0	
DEFINITELY AGREE	6	58	7	9	18	7	5	12
COL. %	40.3	31.8	50.0	45.0	31.8	50.0	37.5	
ROW %	100.0	12.1	15.5	31.0	12.1	8.6	20.7	
NO RESPONSE	0	1	0	0	0	0	1	0
COL. %	0.7	0.0	0.0	0.0	0.0	0.0	0.0	
ROW %	100.0	0.0	0.0	0.0	0.0	0.0	100.0	
*****								
WEIGHTED AVERAGES	4.76	4.73	5.06	4.78	4.73	4.50	4.72	
VARIANCE	1.86	1.35	1.47	2.13	1.64	4.06	1.82	
STANDARD DEVIATION	1.36	1.16	1.21	1.46	1.28	2.01	1.35	

Table 105

Attitude Statement



## CONSUMER ATTITUDE

I AM VERY CONCERNED ABOUT THE MONEY I SPEND

		OCCUPATION OF THE RESPONDENTS							
		TOTAL	STUD	SECRETARY	OFFICE CLERK	PROF	HOUSEWIVES	OTHERS	
ATTITUDE AGAINST VS OCCUPATION		144	22	18	40	22	10	32	
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	
		100.0	15.3	12.5	27.8	15.3	6.9	22.2	
		*****							
DEFINITELY DISAGREE	1	7	0	2	2	1	1	1	
	COL. %	4.9	0.0	11.1	5.0	4.5	10.0	3.1	
	ROW %	100.0	0.0	28.6	28.6	14.3	14.3	14.3	
GENERALLY DISAGREE	2	12	0	2	3	3	0	4	
	COL. %	8.3	0.0	11.1	7.5	13.6	0.0	12.5	
	ROW %	100.0	0.0	16.7	25.0	25.0	0.0	33.3	
MODERATELY DISAGREE	3	23	7	3	6	3	1	3	
	COL. %	16.0	31.8	16.7	15.0	13.6	10.0	9.4	
	ROW %	100.0	30.4	13.0	26.1	13.0	4.3	13.0	
MODERATELY AGREE	4	34	7	5	10	8	2	4	
	COL. %	25.0	31.8	27.8	25.0	36.4	20.0	12.5	
	ROW %	100.0	19.4	13.9	27.8	22.2	5.6	11.1	
GENERALLY AGREE	5	29	5	1	6	6	2	0	
	COL. %	20.1	22.7	5.6	15.0	27.3	20.0	28.1	
	ROW %	100.0	17.2	3.4	20.7	20.7	6.9	31.0	
DEFINITELY AGREE	6	34	3	4	13	1	4	11	
	COL. %	25.0	13.6	22.2	32.5	4.5	40.0	34.4	
	ROW %	100.0	8.3	11.1	36.1	2.8	11.1	30.6	
NO RESPONSE	0	1	0	1	0	0	0	0	
	COL. %	0.7	0.0	5.6	0.0	0.0	0.0	0.0	
	ROW %	100.0	0.0	100.0	0.0	0.0	0.0	0.0	
		*****							
WEIGHTED AVERAGES		4.20	4.18	3.56	4.35	3.82	4.60	4.53	
VARIANCE		2.22	1.11	3.44	2.28	1.58	2.71	2.32	
STANDARD DEVIATION		1.49	1.05	1.85	1.51	1.26	1.65	1.52	

Table 107 Attitude Statement



## CONSUMER ATTITUDE

## I ENJOY SHOPPING FOR CLOTHES

		OCCUPATION OF THE RESPONDENTS						
		TOTAL STUD	SECRETARY	OFFICE	PROF	HOUSE	OTHERS	
		SAMPLE ENT - TARY CLERK ESSION WIVES						
ATTITUDE AGAINST VS OCCUPATION		144	22	18	40	22	10	32
		100.0	100.0	100.0	100.0	100.0	100.0	100.0
		100.0	15.3	12.5	27.8	15.3	6.9	22.2
DEFINITELY DISAGREE	1	3	0	0	1	0	1	1
	COL. %	2.1	0.0	0.0	2.5	0.0	10.0	3.1
	ROW %	100.0	0.0	0.0	33.3	0.0	33.3	33.3
GENERALLY DISAGREE	2	8	3	0	1	0	1	3
	COL. %	5.6	13.6	0.0	2.5	0.0	10.0	9.4
	ROW %	100.0	37.5	0.0	12.5	0.0	12.5	37.5
MODERATELY DISAGREE	3	10	1	3	5	6	0	4
	COL. %	13.2	4.5	16.7	12.5	27.3	0.0	12.5
	ROW %	100.0	5.3	15.8	26.3	31.6	0.0	21.1
MODERATELY AGREE	4	44	7	4	16	7	1	6
	COL. %	28.5	31.8	22.2	40.0	31.8	10.0	18.7
	ROW %	100.0	17.1	9.8	39.0	17.1	2.4	14.6
GENERALLY AGREE	5	34	7	4	8	4	5	6
	COL. %	23.4	31.8	22.2	20.0	18.2	50.0	18.7
	ROW %	100.0	20.6	11.8	23.5	11.8	14.7	17.6
DEFINITELY AGREE	6	30	4	7	9	5	2	12
	COL. %	27.1	18.2	38.9	22.5	22.7	20.0	37.5
	ROW %	100.0	10.3	17.9	23.1	12.8	5.1	30.8
NO RESPONSE	0	0	0	0	0	0	0	0
	COL. %	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	ROW %	100.0	0.0	0.0	0.0	0.0	0.0	0.0
WEIGHTED AVERAGES		4.47	4.36	4.83	4.40	4.36	4.40	4.53
VARIANCE		1.65	1.58	1.32	1.43	1.29	2.71	2.26
STANDARD DEVIATION		1.28	1.26	1.15	1.19	1.14	1.65	1.50

Table 108 Attitude Statement



## CONSUMER ATTITUDE

## I OFTEN GO SHOPPING FOR CLOTHES WITH MY FRIENDS

		OCCUPATION OF THE RESPONDENTS						
		TOTAL	STNG	SECRETARY	OFFICE	PROF	HOUSE	OTHERS
		SAMPLE	ENT	TARY	CLERK	SSION	WIVES	
ATTITUDE AGAINST VS OCCUPATION		144	22	18	40	22	10	32
		100.0	100.0	100.0	100.0	100.0	100.0	100.0
		100.0	15.3	12.5	27.8	15.3	6.9	22.2
		100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DISAGREE	1	4	0	2	3	0	1	0
	COL. %	6.2	0.0	11.1	7.5	0.0	10.0	0.0
	ROW %	100.0	0.0	33.3	50.0	0.0	16.7	0.0
GENERALLY DISAGREE	2	14	2	1	1	4	2	4
	COL. %	9.7	9.1	5.6	2.5	18.2	20.0	12.5
	ROW %	100.0	14.3	7.1	7.1	28.6	14.3	28.6
MODERATELY DISAGREE	3	20	1	6	5	6	0	2
	COL. %	13.9	4.5	33.3	12.5	27.3	0.0	6.2
	ROW %	100.0	5.0	30.0	25.0	30.0	0.0	10.0
MODERATELY AGREE	4	32	9	2	7	5	1	8
	COL. %	22.2	40.9	11.1	17.5	22.7	10.0	25.0
	ROW %	100.0	28.1	6.2	21.9	15.6	3.1	25.0
GENERALLY AGREE	5	40	7	3	12	3	5	10
	COL. %	27.8	31.8	16.7	30.0	13.6	50.0	31.3
	ROW %	100.0	17.5	7.5	30.0	7.5	12.5	25.0
DEFINITELY AGREE	6	32	3	4	12	4	1	8
	COL. %	22.2	13.6	22.2	30.0	18.2	10.0	25.0
	ROW %	100.0	9.4	12.5	37.5	12.5	3.1	25.0
NO RESPONSE	0	0	0	0	0	0	0	0
	COL. %	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	ROW %	100.0	0.0	0.0	0.0	0.0	0.0	0.0
WEIGHTED AVERAGES		4.26	4.36	3.83	4.50	3.86	4.00	4.50
VARIANCE		2.01	1.19	2.74	2.21	1.93	2.89	1.68
STANDARD DEVIATION		1.42	1.09	1.65	1.48	1.39	1.70	1.30

Table 109. Attitude Statement



## CONSUMER ATTITUDE

MY FRIENDS OFTEN HELP ME CHOOSE THE CLOTHES I BUY

		OCCUPATION OF THE RESPONDENTS							
		TOTALISTHID**SECR*OFFICE*PROF*HOUSE*OTHERS							
		SAMPLE ENT STARY CLERY ESSTON WIVES							
ATTITUDE VS OCCUPATION	AGAINST	144	22	18	40	22	10	32	
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	
		100.0	15.3	12.5	27.8	15.3	6.9	22.2	
DEFINITELY DISAGREE	1	29	3	7	6	6	1	6	
	COL. %	20.1	13.6	38.9	15.0	27.3	10.0	18.7	
	ROW %	100.0	10.3	24.1	20.7	20.7	3.4	20.7	
GENERALLY DISAGREE	2	13	0	2	5	2	1	3	
	COL. %	9.6	0.0	11.1	12.5	9.1	10.0	9.4	
	ROW %	100.0	0.0	15.4	38.5	15.4	7.7	23.1	
MODERATELY DISAGREE	3	10	8	1	5	0	2	3	
	COL. %	13.2	36.4	5.6	12.5	0.0	20.0	9.4	
	ROW %	100.0	42.1	5.3	24.3	0.0	10.5	15.8	
MODERATELY AGREE	4	40	4	6	9	7	3	11	
	COL. %	27.8	18.2	33.3	22.5	31.8	30.0	34.4	
	ROW %	100.0	10.0	15.0	22.5	17.5	7.5	27.5	
GENERALLY AGREE	5	20	4	0	12	6	1	6	
	COL. %	20.1	18.2	0.0	30.0	27.3	10.0	18.7	
	ROW %	100.0	13.8	0.0	41.4	20.7	3.4	20.7	
DEFINITELY AGREE	6	13	3	1	3	1	2	3	
	COL. %	9.6	13.6	5.6	7.5	4.5	20.0	9.4	
	ROW %	100.0	23.1	7.7	23.1	7.7	15.4	23.1	
NO RESPONSE	0	1	0	1	0	0	0	0	
	COL. %	0.7	0.0	5.6	0.0	0.0	0.0	0.0	
	ROW %	100.0	0.0	100.0	0.0	0.0	0.0	0.0	
WEIGHTED AVERAGES		3.44	3.68	2.44	3.62	3.36	3.80	3.53	
VARIANCE		2.68	2.32	2.85	2.50	3.00	2.62	2.58	
STANDARD DEVIATION		1.64	1.52	1.69	1.58	1.73	1.62	1.61	

Table 110 Attitude Statement



## CONSUMER ATTITUDE

MY FRIENDS OFTEN INFLUENCE WHAT NEW CLOTHES I BUY

		OCCUPATION OF THE RESPONDENTS							
		TOTAL STUDENT SECRETARY OFFICE PROFESSIONAL HOUSEWIVES OTHERS							
		SAMPLE ENT - TARY CLERK ESSION WIVES							
ATTITUDE AGAINST VS OCCUPATION		144	22	18	40	22	10	32	
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	
		100.0	15.3	12.5	27.8	15.3	6.9	22.2	
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	
DEFINITELY DISAGREE	1	25	3	6	5	4	3	4	
	COL. %	17.4	13.6	33.3	12.5	18.2	30.0	12.5	
	ROW %	100.0	12.0	24.0	20.0	16.0	12.0	16.0	
GENERALLY DISAGREE	2	26	2	0	9	6	3	6	
	COL. %	18.1	9.1	0.0	22.5	27.3	30.0	18.7	
	ROW %	100.0	7.7	0.0	36.6	23.1	11.5	23.1	
MODERATELY DISAGREE	3	28	7	5	2	6	4	4	
	COL. %	19.4	31.8	27.8	5.0	27.3	40.0	12.5	
	ROW %	100.0	25.0	17.9	7.1	21.4	14.3	14.3	
MODERATELY AGREE	4	41	4	7	15	4	0	11	
	COL. %	28.5	18.2	38.9	37.5	18.2	0.0	34.4	
	ROW %	100.0	9.8	17.1	36.6	9.8	0.0	26.6	
GENERALLY AGREE	5	13	2	0	6	0	0	5	
	COL. %	9.0	9.1	0.0	15.0	0.0	0.0	15.6	
	ROW %	100.0	15.4	0.0	46.2	0.0	0.0	38.5	
DEFINITELY AGREE	6	8	4	0	1	2	0	1	
	COL. %	5.6	18.2	0.0	2.5	9.1	0.0	3.1	
	ROW %	100.0	50.0	0.0	12.5	25.0	0.0	12.5	
NO RESPONSE	0	3	0	0	2	0	0	1	
	COL. %	2.1	0.0	0.0	5.0	0.0	0.0	3.1	
	ROW %	100.0	0.0	0.0	66.7	0.0	0.0	33.3	
WEIGHTED AVERAGES		3.04	3.55	2.72	3.12	2.82	2.10	3.22	
VARIANCE		2.22	2.64	1.74	2.42	2.06	0.77	2.24	
STANDARD DEVIATION		1.49	1.63	1.32	1.56	1.44	0.88	1.50	

Table 111 Attitude Statement



## IT IS IMPORTANT TO BE ATTRACTIVE

		OCCUPATION OF THE RESPONDENTS							
		TOTAL STUD-SECRET-CLERK-PROF-HOUSE-OTHERS							
		SAMPLER ENT-TARY CLERK SESSION NIVES							
ATTITUDE AGAINST VS. OCCUPATION		144	22	48	40	22	10	32	
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	
		100.0	15.3	12.5	27.8	15.3	6.9	22.2	
DEFINITELY DISAGREE	1	2	0	0	1	0	0	1	
		COL. %	1.4	0.0	0.0	2.5	0.0	0.0	3.1
		ROW %	100.0	0.0	0.0	50.0	0.0	0.0	50.0
GENERALLY DISAGREE	2	7	2	0	2	3	0	0	
		COL. %	4.9	9.1	0.0	5.0	13.6	0.0	0.0
		ROW %	100.0	28.6	0.0	28.6	42.9	0.0	0.0
MODERATELY DISAGREE	3	12	1	0	5	2	1	3	
		COL. %	8.3	4.5	0.0	12.5	9.1	10.0	9.4
		ROW %	100.0	8.3	0.0	41.7	13.7	8.3	25.0
MODERATELY AGREE	4	40	7	5	8	7	4	0	
		COL. %	27.8	31.8	27.8	20.0	31.8	40.0	28.1
		ROW %	100.0	17.5	12.5	20.0	17.5	10.0	22.5
GENERALLY AGREE	5	35	5	7	9	5	2	7	
		COL. %	24.3	22.7	38.9	22.5	22.7	20.0	21.9
		ROW %	100.0	14.3	20.0	25.7	14.3	5.7	20.0
DEFINITELY AGREE	6	48	7	6	15	5	3	12	
		COL. %	33.3	31.8	33.3	37.5	22.7	30.0	37.5
		ROW %	100.0	14.6	12.5	31.3	10.4	6.2	25.0
NO RESPONSE	0	0	0	0	0	0	0	0	
		COL. %	0.0	0.0	0.0	0.0	0.0	0.0	0.0
		ROW %	100.0	0.0	0.0	0.0	0.0	0.0	0.0
WEIGHTED AVERAGES		4.60	4.54	5.06	4.67	4.32	4.70	4.78	
VARIANCE		1.52	1.58	0.64	1.87	1.75	1.12	1.53	
STANDARD DEVIATION		1.23	1.26	0.80	1.37	1.32	1.06	1.24	

Table 112 . Attitude Statement



I LIKE TO WAIT AND SEE HOW OTHER PEOPLE LIKE NEW STYLES

BEFORE I TRY THEM

***** OCCUPATION OF THE RESPONDENTS TOTAL STUD--SECRET--OFFICE--PROF--HOUSE--OTHERS SAMPLE ENT--TARY CLERK--ESSION WIVES *****									
ATTITUDE VS	AGAINST OCCUPATION	144	22	18	40	22	10	32	
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	
		100.0	15.3	12.5	27.8	15.3	6.9	22.2	
*****									
DEFINITELY DISAGREE	1	22	2	7	7	2	2	2	
COL. %		15.3	9.1	38.9	17.5	9.1	20.0	6.2	
ROW %		100.0	9.1	31.8	31.8	9.1	9.1	9.1	
GENERALLY DISAGREE	2	22	5	3	6	3	0	5	
COL. %		15.3	22.7	16.7	15.0	13.6	0.0	15.6	
ROW %		100.0	22.7	13.6	27.3	13.6	0.0	22.7	
MODERATELY DISAGREE	3	25	5	4	7	4	2	3	
COL. %		17.4	22.7	22.2	17.5	18.2	20.0	9.4	
ROW %		100.0	29.0	16.0	28.0	16.0	8.0	12.0	
MODERATELY AGREE	4	33	5	1	9	7	3	8	
COL. %		22.9	22.7	5.6	22.5	31.8	30.0	25.0	
ROW %		100.0	15.2	3.0	27.3	21.2	9.1	24.2	
GENERALLY AGREE	5	24	2	2	7	5	1	7	
COL. %		16.7	9.1	11.1	17.5	22.7	10.0	21.9	
ROW %		100.0	8.3	8.3	29.2	29.8	4.2	29.2	
DEFINITELY AGREE	6	18	3	1	4	1	2	7	
COL. %		12.5	13.6	5.6	10.0	4.5	20.0	21.9	
ROW %		100.0	16.7	5.6	22.2	5.6	11.1	38.9	
NO RESPONSE	0	0	0	0	0	0	0	0	
COL. %		0.0	0.0	0.0	0.0	0.0	0.0	0.0	
ROW %		100.0	0.0	0.0	0.0	0.0	0.0	0.0	
*****									
WEIGHTED AVERAGES		3.49	3.41	2.50	3.37	3.59	3.70	4.06	
VARIANCE		2.57	2.35	2.62	2.60	1.87	3.12	2.45	
STANDARD DEVIATION		1.60	1.53	1.62	1.61	1.37	1.77	1.56	

Table 113 Attitude Statement



I OFTEN WAIT UNTIL THE SALES TO BUY CLOTHES

		OCCUPATION OF THE RESPONDENTS						
		TOTAL	STUDENT	SECRETARY	OFFICE	PROF	HOUSE	OTHERS
		SAMPLE	ENT	CLERK	ESSTON	WIVES		
ATTITUDE AGAINST VS OCCUPATION		144	22	38	40	22	10	32
		100.0	100.0	100.0	100.0	100.0	100.0	100.0
		100.0	15.3	12.5	27.8	15.3	5.9	22.2
		100.0	100.0	100.0	100.0	100.0	100.0	100.0
DEFINITELY DISAGREE		1	20	1	7	3	2	0
	COL. %		13.9	4.5	38.9	15.0	9.1	0.0
	ROW %		100.0	5.0	35.0	30.0	10.0	0.0
GENERALLY DISAGREE		2	24	4	1	3	5	1
	COL. %		16.7	18.2	5.6	20.0	22.7	10.0
	ROW %		100.0	16.7	4.2	33.3	20.8	4.2
MODERATELY DISAGREE		3	29	9	5	5	3	4
	COL. %		20.1	40.9	27.8	12.5	13.6	40.0
	ROW %		100.0	31.0	17.2	17.2	10.3	13.8
MODERATELY AGREE		4	36	4	4	10	5	3
	COL. %		25.0	18.2	22.2	25.0	22.7	30.0
	ROW %		100.0	11.1	11.1	27.8	13.9	8.3
GENERALLY AGREE		5	27	3	1	10	7	0
	COL. %		18.7	13.6	5.6	25.0	31.8	0.0
	ROW %		100.0	11.1	3.7	37.0	25.9	0.0
DEFINITELY AGREE		6	8	1	0	1	0	2
	COL. %		5.6	4.5	0.0	2.5	0.0	20.0
	ROW %		100.0	12.5	0.0	12.5	0.0	25.0
NO RESPONSE		0	0	0	0	0	0	0
	COL. %		0.0	0.0	0.0	0.0	0.0	0.0
	ROW %		100.0	0.0	0.0	0.0	0.0	0.0
WEIGHTED AVERAGES			3.35	3.32	2.50	3.33	3.45	3.80
VARIANCE			2.12	1.47	1.91	2.22	1.97	1.73
STANDARD DEVIATION			1.45	1.21	1.38	1.49	1.41	1.32

Table 114 Attitude Statement



I USUALLY LOOK FOR THE LOWEST POSSIBLE PRICE

		OCCUPATION OF THE RESPONDENTS							
		TOTAL STUDENT-ASSISTANT-SECRETARY-PROF-HOUSE-OTHERS							
		SAMPLE ENT-TARY CLERK ESSION WIVES							
ATTITUDE AGAINST VS OCCUPATION		144	22	18	40	22	10	32	
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	
		100.0	15.3	12.5	27.8	15.3	6.9	22.2	
		*****							
DEFINITELY DISAGREE	1	24	3	4	5	5	2	5	
	COL. %	16.7	13.6	22.2	12.5	22.7	20.0	15.6	
	ROW %	100.0	12.5	16.7	20.8	20.8	8.3	20.8	
GENERALLY DISAGREE	2	10	3	1	5	3	2	5	
	COL. %	13.2	13.6	5.6	12.5	13.6	20.0	15.6	
	ROW %	100.0	15.8	5.3	26.3	15.8	10.5	26.3	
MODERATELY DISAGREE	3	21	3	3	7	3	1	4	
	COL. %	14.6	13.6	16.7	17.5	13.6	10.0	12.5	
	ROW %	100.0	14.3	14.3	33.3	14.3	4.8	19.0	
MODERATELY AGREE	4	32	7	5	6	4	3	7	
	COL. %	22.2	31.8	27.8	15.0	18.2	30.0	21.9	
	ROW %	100.0	21.9	15.6	18.7	12.5	9.4	21.9	
GENERALLY AGREE	5	28	2	2	12	6	1	5	
	COL. %	19.4	9.1	11.1	30.0	27.3	10.0	15.6	
	ROW %	100.0	7.1	7.1	42.9	21.4	3.6	17.9	
DEFINITELY AGREE	6	20	4	3	5	1	1	6	
	COL. %	13.9	18.2	16.7	12.5	4.5	10.0	18.7	
	ROW %	100.0	20.0	15.0	25.0	5.0	5.0	30.0	
NO RESPONSE	0	0	0	0	0	0	0	0	
	COL. %	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	ROW %	100.0	0.0	0.0	0.0	0.0	0.0	0.0	
		*****							
WEIGHTED AVERAGES		3.56	3.64	3.50	4.75	3.27	3.20	3.62	
VARIANCE		2.75	2.72	3.09	2.60	2.78	2.84	3.02	
STANDARD DEVIATION		1.66	1.65	1.76	1.61	1.67	1.69	1.74	

Table 115 Attitude Statement



I FEEL VERY CONSPICUOUS IF I AM NOT HEARING THE RIGHT THING

		OCCUPATION OF THE RESPONDENTS							
		TOTAL STORE-SCORE-OFFICE-PROP-HOUSE-OTHERS							
		SAMPLE ENT-TARY CLERK ESSION WIVES							
ATTITUDE AGAINST VS. OCCUPATION		144	22	18	40	22	10	32	
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	
		100.0	15.3	12.5	27.8	15.3	6.9	22.2	
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	
DEFINITELY DISAGREE	1	10	2	3	2	0	2	1	
	COL. %	6.9	9.1	16.7	5.0	0.0	20.0	3.1	
	ROW %	100.0	20.0	30.0	20.0	0.0	20.0	10.0	
GENERALLY DISAGREE	2	4	3	0	0	1	0	2	
	COL. %	4.2	13.6	0.0	0.0	4.5	0.0	6.2	
	ROW %	100.0	59.0	0.0	0.0	16.7	0.0	33.3	
MODERATELY DISAGREE	3	5	2	0	0	2	0	1	
	COL. %	3.5	9.1	0.0	0.0	9.1	0.0	3.1	
	ROW %	100.0	40.0	0.0	0.0	40.0	0.0	20.0	
MODERATELY AGREE	4	17	4	3	4	3	0	3	
	COL. %	11.8	18.2	16.7	10.0	13.6	0.0	9.4	
	ROW %	100.0	23.5	17.6	23.5	17.6	0.0	17.6	
GENERALLY AGREE	5	37	5	4	12	9	1	6	
	COL. %	25.7	22.7	22.2	30.0	40.9	10.0	18.7	
	ROW %	100.0	13.5	10.8	32.4	24.3	2.7	18.2	
DEFINITELY AGREE	6	68	6	7	22	7	7	19	
	COL. %	47.2	27.3	38.9	55.0	31.8	70.0	59.4	
	ROW %	100.0	8.8	10.3	32.4	10.3	10.3	27.9	
NO RESPONSE	0	1	0	1	0	0	0	0	
	COL. %	0.7	0.0	5.6	0.0	0.0	0.0	0.0	
	ROW %	100.0	0.0	100.0	0.0	0.0	0.0	0.0	
WEIGHTED AVERAGES		4.35	4.14	4.28	5.25	4.86	4.90	5.12	
VARIANCE		2.78	2.89	4.33	1.42	1.27	4.32	1.92	
STANDARD DEVIATION		1.54	1.70	2.08	1.19	1.13	2.08	1.39	

Table 116

Attitude Statement



21/17/08 2000 29/04/74 101 1900 STATISTICAL ANALYSIS X033/21

MATRIX OBSVTM

	MEAN	MINIMUM VALUE	MAXIMUM VALUE	VARIANCE
CONST	1.000000			
VARI1	2.287500	1.000000	7.000000	2.048514
VARI2	2.569444	1.000000	7.000000	1.981158
VARI3	2.298111	1.000000	7.000000	2.079089
VARI4	2.263889	1.000000	7.000000	1.999806
VARI5	4.631944	1.000000	7.000000	3.325126
VARI6	4.611111	1.000000	7.000000	3.386169
VARI7	2.465278	1.000000	7.000000	2.299485
VARI8	4.520833	1.000000	7.000000	3.174388
VARI9	3.479167	1.000000	7.000000	3.076486
VARI10	3.708333	1.000000	7.000000	2.501748
VARI11	2.492778	1.000000	7.000000	1.822650
VARI12	1.708333	1.000000	7.000000	1.452797
VARI13	1.750000	1.000000	7.000000	1.951049

NGRM, OBSVTM

CROSS, OBSVTM

NUMBER OF OBSERVATIONS IN CROSS PRODUCT IS 144

COVA, OBSVTM

CORR, OBSVTM

DISC, S, C, S, H, OBSVTM, 95.00

GROUP1S1 OBSVTM ROW101 ROW137

GROUP1S2 OBSVTM ROW201 ROW301

GROUP1S3 OBSVTM ROW401 ROW466

Table III.2.2

PERCENTAGE OF TOTAL DATA VARIANCE ACCOUNTED FOR = 46.57

PERCENTAGE OF DATA VARIANCE ACCOUNTED FOR BY EACH UNROTATED FACTOR

10.208	6.523	5.628	4.403	3.995	3.673	3.289	2.935	2.877	2.900
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Table III.3.1 Percentage of Data Variance



PERCENTAGE OF TOTAL FACTOR VARIANCE ACCOUNTED FOR BY EACH ROTATED FACTOR

15.546 9.985 13.956 9.620 9.173 9.559 7.803 8.475 8.370 7.511

SIGN VECTOR ONE

1.000 -1.000 -1.000 1.000 1.000 1.000 1.000 1.000 1.000 1.000 1.000 1.000 1.000 -1.000 1.000  
 -1.000 1.000 1.000 -1.000 1.000 1.000 1.000 1.000 1.000 1.000 1.000 1.000 1.000 1.000 -1.000  
 1.000 -1.000 1.000 1.000 1.000 1.000 1.000 1.000 -1.000 -1.000 -1.000 -1.000 1.000 1.000 1.000  
 1.000 1.000 1.000 1.000 1.000 1.000 1.000 1.000 1.000 1.000 1.000 1.000 1.000 1.000 1.000  
 1.000

SIGN VECTOR TWO

1.000 -1.000 1.000 -1.000 1.000 1.000 1.000 -1.000 -1.000 -1.000

VARIMAX FACTOR LOADINGS

VARIABLE 1

0.432 0.041 0.768 -0.013 0.174 -0.349 0.258 0.039 -0.159 -0.023

VARIABLE 2

0.113 0.066 0.089 -0.034 -0.106 -0.117 -0.268 -0.007 0.067 0.100

VARIABLE 3

0.620 0.272 -0.186 -0.193 0.039 -0.072 0.042 -0.091 0.338 -0.570

VARIABLE 4

0.422 -0.476 -0.255 0.115 -0.069 0.131 -0.293 -0.174 -0.609 -0.092

VARIABLE 5

0.436 -0.361 0.113 -0.208 -0.178 0.565 -0.339 -0.347 -0.050 0.187

VARIABLE 6

0.183 -0.220 -0.030 0.264 -0.213 0.507 -0.641 -0.052 -0.238 -0.273

VARIABLE 7

0.440 -0.090 -0.115 0.075 -0.431 -0.066 -0.340 0.088 -0.056 0.630

VARIABLE 8

0.918 -0.075 0.210 0.175 0.203 -0.021 -0.116 0.066 0.108 0.058

VARIABLE 9

0.820 0.095 0.042 0.324 0.077 0.143 -0.281 0.189 -0.066 -0.259

VARIABLE 10

0.800 0.087 -0.037 -0.107 0.139 0.208 -0.351 0.148 0.157 0.308

VARIABLE 11

0.144 0.059 0.012 -0.063 0.955 0.171 0.082 -0.119 0.100 0.025

VARIABLE 12

0.255 0.037 0.055 0.016 0.942 0.011 0.118 -0.088 0.146 0.008

VARIABLE 13

Table III-3.2a

Percentage of Total Factor Variance Accounted for by Rotated Factor



Table III.3.2b  
Results of Factor Analysis  
(continued)

VARIABLE 14	-0.029	0.262	0.549	0.055	0.306	-0.111	-0.046	0.153	0.696	-0.105
VARIABLE 15	0.347	-0.129	0.028	0.141	-0.260	-0.175	-0.193	-0.056	-0.073	0.319
VARIABLE 16	-0.021	-0.114	-0.039	0.070	0.017	-0.015	0.050	-0.337	0.289	0.166
VARIABLE 17	0.450	-0.587	-0.281	0.046	0.217	-0.282	0.322	0.280	-0.109	0.220
VARIABLE 18	0.113	-0.066	-0.114	0.971	-0.026	0.048	0.038	0.140	-0.060	-0.010
VARIABLE 19	-0.005	0.678	0.254	0.257	-0.309	-0.105	-0.254	0.124	0.097	0.381
VARIABLE 20	0.106	-0.017	0.972	0.016	0.088	0.108	-0.034	0.095	0.008	0.115
VARIABLE 21	-0.028	-0.046	0.386	0.231	-0.018	0.463	0.724	-0.106	0.169	-0.129
VARIABLE 22	0.776	-0.189	0.341	-0.192	-0.094	0.079	0.260	0.142	0.296	-0.156
VARIABLE 23	0.517	-0.021	0.431	-0.050	0.350	-0.178	-0.062	0.316	0.521	-0.117
VARIABLE 24	0.340	-0.553	0.577	0.296	-0.089	0.104	0.021	0.177	-0.104	0.509
VARIABLE 25	0.051	-0.806	0.065	0.137	0.146	0.174	-0.261	0.368	0.195	0.171
VARIABLE 26	0.033	0.060	0.247	0.424	0.034	-0.029	0.200	-0.066	-0.086	0.197
VARIABLE 27	0.155	0.038	-0.147	-0.316	0.452	0.052	0.183	0.624	-0.287	0.366
VARIABLE 28	-0.050	0.084	0.210	-0.203	0.463	-0.186	-0.181	0.190	-0.757	-0.115
VARIABLE 29	-0.077	-0.034	0.559	0.196	-0.011	0.561	0.130	0.089	0.533	-0.220
VARIABLE 30	0.239	-0.002	0.321	-0.125	0.402	-0.383	-0.208	-0.061	0.684	0.026
VARIABLE 31	-0.117	-0.102	0.223	0.378	0.297	0.162	0.104	-0.062	-0.085	0.384
VARIABLE 32	0.268	0.046	-0.101	-0.159	-0.911	0.098	0.561	0.021	0.211	0.044
VARIABLE 33	0.056	0.067	0.349	0.743	0.489	-0.058	-0.047	0.137	-0.177	0.133
VARIABLE 34	0.101	-0.107	-0.174	0.179	0.005	0.910	-0.087	0.245	-0.192	-0.099
VARIABLE 35										



Table III-5.20 Results of Factor Analysis (continued)

	-0.105	-0.222	0.443	0.068	0.193	0.160	0.279	0.373	-0.618	0.279
VARIABLE 36										
	-0.069	-0.147	0.870	0.269	0.165	0.189	-0.033	0.178	0.091	0.183
VARIABLE 37										
	0.103	0.235	0.915	0.029	-0.192	0.027	0.067	-0.012	0.162	-0.018
VARIABLE 38										
	0.146	0.269	0.391	0.942	0.036	0.067	-0.115	-0.009	0.145	0.073
VARIABLE 39										
	0.003	-0.083	0.259	-0.115	-0.011	-0.188	0.594	-0.215	0.688	-0.071
VARIABLE 40										
	0.257	0.491	-0.260	-0.034	-0.103	-0.177	-0.113	0.354	0.257	0.615
VARIABLE 41										
	0.124	0.814	0.086	0.217	0.204	-0.138	-0.242	0.070	0.119	-0.360
VARIABLE 42										
	0.019	-0.731	0.271	0.089	-0.435	-0.079	-0.298	-0.293	-0.103	-0.058
VARIABLE 43										
	-0.092	-0.549	0.120	0.368	-0.237	0.135	0.221	0.617	-0.189	-0.025
VARIABLE 44										
	0.053	0.058	0.240	0.160	0.081	0.181	-0.142	0.235	0.004	-0.010
VARIABLE 45										
	0.343	0.015	0.395	0.099	0.099	0.137	-0.038	-0.047	0.221	0.020
VARIABLE 46										
	0.071	-0.330	-0.268	0.171	-0.235	0.044	-0.334	0.749	-0.056	-0.046
VARIABLE 47										
	-0.287	-0.317	0.054	0.646	-0.051	0.391	-0.044	0.405	-0.278	-0.155
VARIABLE 48										
	0.084	-0.192	0.019	0.586	-0.381	-0.048	-0.013	0.264	-0.012	0.515
VARIABLE 49										
	0.097	0.240	0.052	0.703	0.004	0.102	0.257	0.077	-0.423	-0.417
VARIABLE 50										
	0.291	0.193	0.766	-0.036	-0.066	-0.242	0.299	-0.068	-0.139	-0.341
VARIABLE 51										
	-0.045	-0.146	0.070	-0.103	0.076	0.945	0.136	0.057	-0.199	0.072
VARIABLE 52										
	0.515	-0.360	0.587	-0.227	0.106	0.294	-0.225	-0.040	-0.200	-0.136
VARIABLE 53										
	0.558	0.275	0.468	-0.258	0.195	0.401	0.262	0.236	-0.064	0.013
VARIABLE 54										
	0.389	0.384	0.221	0.291	-0.327	-0.338	0.107	0.357	-0.445	0.099
VARIABLE 55										
	0.876	0.072	0.371	0.096	-0.080	-0.083	0.051	0.034	-0.073	-0.240



VARIABLE 46

0.187 0.089 0.137 0.005 -0.234 0.074 0.085 0.929 -0.021 0.088

VARIABLE 57

0.457 0.283 0.180 -0.197 -0.414 0.610 -0.121 0.190 0.001 -0.214

VARIABLE 58

0.468 -0.208 -0.215 0.118 -0.257 0.328 0.506 0.139 -0.260 0.401

VARIABLE 59

-0.060 0.099 0.252 0.407 0.499 0.797 0.234 0.121 0.217 0.305

VARIABLE 60

-0.242 0.502 0.208 0.154 0.107 0.580 0.358 -0.087 -0.127 0.550

VARIABLE 61

0.577 0.209 0.310 -0.021 -0.017 0.424 -0.133 0.096 -0.110 0.114

Table III.3.2d Results of Factor Analysis (continued)



# Appendix B

I.D. No. 1.1 2 3

Date                     

Area                     

Hello!

My name is                     . I should like to take a few minutes of your time to ask you some questions about your clothing purchases. Your cooperation is greatly appreciated. All responses are strictly confidential.

- 1) How often do you go shopping for clothes for yourself? 1.5
  - Frequently (at least once a week)                      (4)
  - Occasionally (at least once a month)                      (3)
  - Seldom                      (2)
  - Never                      (1)
- 2) Where do you generally buy clothes for yourself? 1.6
  - Department stores (Daimaru, Lane Crawford, Shui King)                      (1)
  - General & chain stores (Crocodile, Swank Shop)                      (2)
  - Small specialty shops or boutiques                      (3)
  - Others                      (4)
- 3) Do you generally visit the same shops when buying clothes? 1.7
  - Yes                      (1)
  - No                      (0)
- 4) How much information do you normally seek before buying clothing for yourself? 1.8

(Read responses)

  - Always seek information                      (4)
  - Occasionally seek information                      (3)
  - Seldom seek information                      (2)
  - Never                      (1)
- 5) Do you normally seek advice from others when buying clothing for yourself? 1.9
  - Yes                      (1)
  - No                      (0)
  - Sometimes                      (2)
- 6) Do you enjoy window shopping? 1.10
  - Yes                      (1)
  - No                      (0) (go to 2.7)
- b. Do your window shopping trips usually end up with you buying something? 1.11
  - Yes                      (1)
  - No                      (0)
  - Sometimes                      (2)
- 7) Do you usually go shopping for clothing with friends? (Read responses) 1.12
  - Always                      (4)
  - Often (over ½ clothes shopping trips)                      (3)
  - Occasionally (less than ½ clothes shopping trips)                      (2)
  - Never                      (1)
- 8) Have you ever designed clothing? 1.13
  - Yes                      (1)
  - No                      (0)
- b. Do you know dressmaking? 1.14
  - Yes                      (1)
  - No                      (0)
- 9) How closely do you follow the fashion trend? (Read responses) 1.15
  - Very closely                      (3)
  - Closely                      (2)
  - Not at all                      (1)

p2

- 10) In your opinion, how soon is overseas fashion being adapted in Hongkong? 1.16
- |                     |     |
|---------------------|-----|
| Almost immediately  | (4) |
| In less than 1 year | (3) |
| 1 to 2 years        | (2) |
| More than 2 years   | (1) |
- 11) When you are glancing through the latest fashion magazines and find that there is a style that you like particularly, yet you cannot buy it in Hongkong, what do you do? (Read responses) 1.17
- |                                      |     |
|--------------------------------------|-----|
| Go to Tailor                         | (5) |
| Make it yourself                     | (4) |
| Ask friends abroad to get it for you | (3) |
| Wait till that garment comes to H.K. | (2) |
| Buy a similar cut that is available  | (1) |
| Others                               | (6) |
- 12) Suppose on a shopping trip you saw a fashion garment styled to your liking and in your price range, and you know the style was introduced to Hongkong just recently, what would you do? (Read responses) 1.18
- |                                       |     |
|---------------------------------------|-----|
| Buy and wear it immediately           | (5) |
| Wait till it is popular before buying | (4) |
| Wait till it is fashionable           | (3) |
| Buy it but dare not wear it           | (2) |
| Others                                | (1) |
- 13) How often do you wear fashion garments made in Hongkong? (Read responses) 1.19
- |              |                  |
|--------------|------------------|
| Always       | (5)              |
| Occasionally | (3)              |
| Frequently   | (4)              |
| Seldom       | (2)              |
| Never        | (1) (go to Q.14) |
- b. In which stores did you purchase garments within the last six months? 1.20-22  
(District and shops maximum of three)
- a. \_\_\_\_\_ district shop name
- b. \_\_\_\_\_ district shop name
- c. \_\_\_\_\_ district shop name
- 14) How often do you buy imported fashion clothing? 1.23
- |              |                  |
|--------------|------------------|
| Always       | (5)              |
| Frequently   | (4)              |
| Occasionally | (3)              |
| Seldom       | (2)              |
| Never        | (1) (go to Q.15) |
- b. From which country are most of these garments imported? (only one response) 1.24
- |             |     |
|-------------|-----|
| America     | (8) |
| France      | (7) |
| Italy       | (6) |
| Australia   | (5) |
| U.K.        | (4) |
| Japan       | (3) |
| Switzerland | (2) |
| Others      | (1) |
| Don't know  | (0) |
- 15) In your opinion, what was the style that dominated the fashion trend in Hongkong last season? 1.25
- \_\_\_\_\_



- 16) What styles do you think will be fashionable in Hongkong in the coming season? 1.26-28

- 17) Please describe your wardrobe (for the whole year)

Mini	pcs.	1.29
Maxi	"	30
Midi	"	31
Bareback	"	32
Doll style smock	"	33
Pantsuits	"	34
Trousers & pants	"	35
Knee-length	"	36
Skirts	"	37
Others	"	38

- 18) Approximately how much did you spend last fall/winter (Sept.-Feb.) on clothing for yourself? 1.39-41

\$ .00  
39 40 41

- 19) Approximately how much do you plan to spend this spring (March-June) on clothing for yourself? 1.42-44

\$ .00  
42 43 44

- 20) When was the last time you went shopping for clothing? 1.45-48

mo. day

- 21) Approximately how much did you spend? 1.49-51

\$ .00  
49 50 51

- 22) Here is a listing of various types and styles of garments. (Hand Styles Card to respondent - WHITE) Which three types and styles of garments do you normally use for Everyday Wear. (Code THREE STYLES MENTIONED - repeat for RELAXING AT HOME and SPECIAL OCCASION)

		FOR EVERYDAY WEAR	FOR RELAXING AT HOME	FOR A SPECIAL OCCASION
<b>Pants:</b>				
jeans	(1)	1.52	1.61	1.70
oxford bags	(2)	1.53	1.62	1.71
tailored trousers	(3)	1.54	1.63	1.72
knitted	(4)			
belt bottom	(5)			
None	(6)			
<b>Dresses:</b>				
pleated skirt	(1)	1.55	1.64	1.73
casual type	(2)	1.56	1.65	1.74
sophisticated-day-dresses	(3)	1.57	1.66	1.75
fancy detailed-dresses	(4)			
<b>Tops:</b>				
knit-tops, T-shirts, and shirts	(1)	1.58	1.67	1.76
smock	(2)	1.59	1.68	1.77
tailored suits	(3)	1.60	1.69	1.78
bareback	(4)			
others	(5)			

- 23) What style of evening wear do you prefer? 1.79

Floor length gown	(1)
Lots of bareness	(2)
Covered up and conservative	(3)
Others	(4)



Now here is a list of clothing characteristics. Please select those characteristics you feel are important when buying clothes for yourself for everyday wear. (CHECK CHARACTERISTICS SELECTED). Now please select those which are important when choosing clothes for relaxing at home. (CHECK CHARACTERISTICS SELECTED). And now those which are important when choosing clothes for a special occasion. (CHECK CHARACTERISTICS SELECTED).  
 $\checkmark = 1$       BLANK = 0

	For every day	For relaxing at home	For a special occasion
Fashionableness	2.6	2.29	2.52
Low price	2.7	2.30	2.53
Suits me	2.8	2.31	2.54
Liked by friends	2.9	2.32	2.55
Comfortable	2.10	2.33	2.56
Always looks good	2.11	2.34	2.57
Easy to take care of	2.12	2.35	2.58
Washable	2.13	2.36	2.59
Hard wearing	2.14	2.37	2.60
Does not crease	2.15	2.38	2.61
Not too many people are wearing it	2.16	2.39	2.62
Individualistic	2.17	2.40	2.63
An innovation	2.18	2.41	2.64
Attractive to figure	2.19	2.42	2.65
Will stay in fashion	2.20	2.43	2.66
A strong showing of feminine independence	2.21	2.44	2.67
Sex appealing	2.22	2.45	2.68
Elegance	2.23	2.46	2.69
Economical	2.24	2.47	2.70
Fitting	2.25	2.48	2.71
Bold	2.26	2.49	2.72
Sophisticated	2.27	2.50	2.73
Eye-catching	2.28	2.51	2.74



ATTITUDES

In this section there are a number of statements about daily activities and attitudes. For each statement listed, we would like to know how much you agree or disagree with this statement.

After each statement, there are six numbers from 1-6. The higher the number, the more you tend to agree with the statement. The lower the number, the more you tend to disagree with the statement. The number 1-6 may be described as follows:

1. I definitely disagree with the statement.
2. I generally disagree with the statement.
3. I moderately disagree with the statement.
4. I moderately agree with the statement.
5. I generally agree with the statement.
6. I definitely agree with the statement.

For each statement please circle the number that best describes your feeling about that statement. You may think many items are similar. Actually no two items are exactly alike, so be sure to circle one number for each statement.

	Definitely Disagree				Definitely Agree		
	1	2	3	4	5	6	
I keep up to date with the latest changes in fashion							3.4
Women who work seldom wear the same clothes at home as to work	1	2	3	4	5	6	3.5
My friends spend a lot more money on clothes than I do	1	2	3	4	5	6	3.6
I always make out a shopping list before going shopping	1	2	3	4	5	6	3.7
I like to keep up to date on the latest news	1	2	3	4	5	6	3.8
I often find out about new products from TV.	1	2	3	4	5	6	3.9
I often make my own clothes	1	2	3	4	5	6	3.10
I often express my opinions about fashions to my friends	1	2	3	4	5	6	3.11
I like to influence my friends as to what clothes they should buy and wear	1	2	3	4	5	6	3.12
I like to design my own clothings	1	2	3	4	5	6	3.13
I often go to the tailor	1	2	3	4	5	6	3.14
I often specify the design to my tailor	1	2	3	4	5	6	3.15
If I find a design I like from fashion magazines, I often go shopping first before I go to the tailor	1	2	3	4	5	6	3.16
In buying clothes I look for comfort rather than style	1	2	3	4	5	6	3.17
I like experimenting with my clothing	1	2	3	4	5	6	3.18
I seldom take people's advice	1	2	3	4	5	6	3.19
My husband often helps me choose the clothes I buy (If married)	1	2	3	4	5	6	3.20
My friends often help me choose the clothes I buy	1	2	3	4	5	6	3.21
Advertising cannot sell me anything I do not want	1	2	3	4	5	6	3.22
I enjoy window shopping	1	2	3	4	5	6	3.23
Women who work spend a lot more money on clothes than those who do not	1	2	3	4	5	6	3.24
I am considered by friends to be very outgoing	1	2	3	4	5	6	3.25
I like going to parties	1	2	3	4	5	6	3.26
Fashion is sophistication	1	2	3	4	5	6	3.27
I am very concerned about the money I spend	1	2	3	4	5	6	3.28
I invariably buy the latest fashion	1	2	3	4	5	6	3.29
Women should not wear trousers to work	1	2	3	4	5	6	3.30
Marriage is the best career for a women	1	2	3	4	5	6	3.31
Women who work meet a lot of interesting people	1	2	3	4	5	6	3.32



	Definitely Disagree			Definitely Agree			
I would rather spend a quiet evening at home than go out	1	2	3	4	5	6	3.33
Most of my friends have jobs	1	2	3	4	5	6	3.34
I sometimes have my clothes made for me by a dressmaker	1	2	3	4	5	6	3.35
I often listen to friends' advice about where to shop	1	2	3	4	5	6	3.36
Television is my primary source of entertainment	1	2	3	4	5	6	3.37
Fashion is what most people wear	1	2	3	4	5	6	3.38
I enjoy looking through magazines	1	2	3	4	5	6	3.39
I enjoy shopping for clothes	1	2	3	4	5	6	3.40
I often go shopping for clothes with my friends	1	2	3	4	5	6	3.41
I buy the same brand as my mother	1	2	3	4	5	6	3.42
I like to shop in a store where I feel at home	1	2	3	4	5	6	3.43
I do not have much free time	1	2	3	4	5	6	3.44
Buying quality always pays off	1	2	3	4	5	6	3.45
I generally dressed conventionally	1	2	3	4	5	6	3.46
I often shop around comparing prices	1	2	3	4	5	6	3.47
It is important to be attractive	1	2	3	4	5	6	3.48
I often wait until the sales to buy clothes	1	2	3	4	5	6	3.49
I like to wait and see how other people like new styles before I try them	1	2	3	4	5	6	3.50
Fashion is anything that is worn by 10% of women	1	2	3	4	5	6	3.51
My friends often influence what new clothes I buy	1	2	3	4	5	6	3.52
I like to feel attractive to men	1	2	3	4	5	6	3.53
I try very hard to plan my work carefully	1	2	3	4	5	6	3.54
I usually have one or more outfits in the latest style	1	2	3	4	5	6	3.55
I would never wear the same outfit two days running	1	2	3	4	5	6	3.56
Fashion is what comes from France	1	2	3	4	5	6	3.57
I am generally the first of my friends to buy a new product	1	2	3	4	5	6	3.58
I usually look for the lowest possible price	1	2	3	4	5	6	3.59
I have more self confidence than most of my friends	1	2	3	4	5	6	3.60
Convenience is the most important in choosing where to shop	1	2	3	4	5	6	3.61
I feel very conspicuous if I am not wearing the right thing	1	2	3	4	5	6	3.62
I feel uncomfortable at a party where I don't know anybody	1	2	3	4	5	6	3.63
I sometimes feel I spend too much on clothes	1	2	3	4	5	6	3.64

Instructions: Here are pairs of words and seven points between them, I would like you to circle the number which best describe your opinion towards ready-to-wear ladies's fashion clothing.

The number 1 on the far left represents the strongest rating on one object, the number on the far right (7) represents the opposite strongest rating on that object. Please circle the number which best represents your opinion on that factor.

As an example of the scale and its use, you are asked your opinion about the cost of living in Hongkong and given the following scale:

1	2	3	4	5	6	7
extremely high	high	somewhat high	average	somewhat low	low	extremely low

You feel the cost of living is high so you would circle the number 2.

How do you usually find out about new styles? Please indicate the importance of each of the following in finding out what is in fashion. (Hand RED card to respondent)

	<u>Extremely Unimportant</u>							<u>Extremely Important</u>	
Fashion magazines	1	2	3	4	5	6	7		4.4
Newspaper advertisement	1	2	3	4	5	6	7		4.5
Friends at work	1	2	3	4	5	6	7		4.6
Other friends and neighbors	1	2	3	4	5	6	7		4.7
Family and relatives	1	2	3	4	5	6	7		4.8
Store personnel	1	2	3	4	5	6	7		4.9
Store display and window display	1	2	3	4	5	6	7		4.10
What I see in the street	1	2	3	4	5	6	7		4.11
Fashion parade and on T.V.	1	2	3	4	5	6	7		4.12



Please circle the number that best describe your opinion towards the factors that influence your choice when buying ready-to-wear ladies' fashion clothing.

	Strongly influential					Not influential at all		
	1	2	3	4	5	6	7	
1) Price is:								4.15
2) Quality is:								4.16
3) Style is:								4.17
4) Colour is:								4.18
5) Country of origin is:								4.19
6) Brand is:								4.20
7) Material is:								4.21
8) Location of shops/boutiques is:								4.22
9) If matching with other dresses in the wardrobe is:								4.23
10) Opinions of your friends are:								4.24
11) Cutting and crafts- manship is:								4.25
12) Fitting is:								4.26
13) Suits me is:								4.27
14) Others (if any): Please specify and rate them using the above scale								
a. _____								4.28
b. _____								4.29
c. _____								4.30

Classified Information

This information is for classification purposes only and is treated as completely confidential. Thank you.

- 1) Your occupation : \_\_\_\_\_ 4.40
- 2) Area where you work : \_\_\_\_\_ 4.41-42
- 3) Area where you live : \_\_\_\_\_ 4.43-44
- 4) Education level : (Please check one) 4.45
- Primary \_\_\_\_\_ (1)
- Secondary \_\_\_\_\_ (2)
- Matriculation \_\_\_\_\_ (3)
- Technical school \_\_\_\_\_ (4)
- University \_\_\_\_\_ (5)
- Graduate school \_\_\_\_\_ (6)
- 5) Monthly income : (Please check one) 4.46
- Less than \$500 \_\_\_\_\_ (1)
- \$500-\$1,000 \_\_\_\_\_ (2)
- \$1,001-\$2,000 \_\_\_\_\_ (3)
- \$2,001-\$3,000 \_\_\_\_\_ (4)
- Above \$3,000 \_\_\_\_\_ (5)
- b. Monthly family income : (Please check one - if different from above) 4.47
- Less than \$1,000 \_\_\_\_\_ (1)
- \$1,001-\$2,000 \_\_\_\_\_ (2)
- \$2,001-\$3,000 \_\_\_\_\_ (3)
- \$3,001-\$4,000 \_\_\_\_\_ (4)
- Above \$4,000 \_\_\_\_\_ (5)
- 6) Your age : (Please check one) 4.48
- Under 21 \_\_\_\_\_ (1)
- 21-26 \_\_\_\_\_ (2)
- 27-32 \_\_\_\_\_ (3)
- 33-38 \_\_\_\_\_ (4)
- 39-44 \_\_\_\_\_ (5)
- 45-50 \_\_\_\_\_ (6)
- Over 50 \_\_\_\_\_ (7)
- 7) Marital Status : (Please check one) 4.49
- Single \_\_\_\_\_ (1)
- Married \_\_\_\_\_ (2)
- Divorced \_\_\_\_\_ (3)
- 8) Please state the names of fashion magazines that you read regularly.  
(Maximum of three)



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# 本港製造女裝成衣本銷可能性之研究

孫國榮

引言：

本研究之目的，在觀察香港能否成為本港所製女裝成衣的良好市場。香港的製衣廠祇對海外市場有興趣，對本港市場則完全忽視。在香港市面上可以買到的本港製品，有的是退貨，有的手工很差，質料很劣，或者款式不夠時髦。香港人的消費能力很高，這些時裝價錢雖然比日本的成衣或義大利的服裝便宜得多，但却引不起女士們的青睞。筆者曾對香港婦女對本港所製成衣的意見加以調查，確定本港市場存在上述情況。

香港是一個海島，地方小，人口稠密，約有四百多萬



人。居民的收入，大部份都花費在本地。因此市民的消費能力很高，而且香港面積小，對於產品分銷十分方便，故本港應能成為一個良好市場。

本港有兩家規模頗大的製衣公司，一是鱷魚恤，另一是長江製衣廠。這兩間公司控制了本港的市場，它們的主要產品是恤衫和睡衣，尤以男性服裝為重。但最近也開始注重製造女性服裝，如鱷魚恤已增設一個部門——年青人服飾，專門推銷女性特裝。

假設：(Hypothesis)





以下所述，係由筆者先設三假設，經過調查研究然後加以求証。

顧客購買時裝時，她們早已由時裝雜誌或朋友處得到很多有關時裝的潮流趨勢，因此她們不需要售貨員供給太多意見。價錢的高低也不是一個重要問題，顧客最重視的是要有好的質料，新的款式，裁剪合身及精細手工等等，於是甚麼牌子，或是那一個國家的產品都不重視。顧客本身的家庭背景，社會環境，及同伴的意見，對她挑選時裝具有很大影響。還有一項重要影響因素，就是人類的反叛心理——即是說太普遍的款式差不多人人都有，她一定





不會去購買或穿上的。

香港婦女對西方服裝的接受：

香港最初是一個荒蕪的小島，鴉片戰爭失敗後，清廷

割讓香港給英國，成為英國殖民地。後來中國大陸混亂，

很多中國人逃來香港避難，帶來不少資產及生意。香港在

英國人及中國人努力之下，逐漸繁榮起來。香港製造成衣

工業在韓戰時期開始蓬勃，但比起其他先進國家已落後約

一百年時間。在一九七三年，本港製衣業的出口貿易達到

七億港元，可說是迎頭趕上。香港雖然很快接受了西方的



技術，但香港的華人，尤其是婦女，對於西方服飾則要過  
 了很久時間才能接受。因為華人社會遠離西方人，受中國  
 文化及傳統的束縛。中國婦女多是穿衫襖（一件短上衣，一  
 條長裙或「祺袍」，衫襖是下層階級的婦女所穿，旗袍則是中  
 層或上層階級的婦女所穿。後因香港工商業漸繁榮，中國  
 人和外國人接觸機會漸多，東方、西方兩者服裝之精華開  
 始領導服裝潮流，約在一九五〇年，中國婦女逐漸接受西  
 方服飾。綜合其原因，約有下列五點：

(1) 香港政府及教會學校，規定學生須穿校服，男學生





要穿短袂及恤衫，女學生則要穿上西裙，因此年青的一代開始接受西方服裝。

(2) 以前沒有現成的中國女性服裝可購買，一個婦女如果穿新衣服，就要自己縫製，或由裁縫僱製。西相比較，買成衣顯然方便多多，而且價錢也不貴，故西方服裝可以流行。

(3) 香港和世界各地都有貿易來往，因此香港商人有很多機會接觸西方客人，為了表示尊重自己的顧客，因此便要習慣西方的風俗。

(4) 韓戰時期，很多美國水兵來港渡假，而使酒吧生意





蓬勃，有很多中國婦女在酒吧工作，她們都穿上西方服裝

，如現時流行的露背裝，就是由酒吧女郎首先穿用。

筆者認為電影明星，酒吧女郎，及上層階級的婦女是

香港時裝潮流的領導者。

調查所利用的方法及分析：

(一) 調查樣本：(Sample Size)

筆者是利用下列方程式求出調查樣本共需 540 名：

$$n = \frac{Z^2 \cdot DF^2 \cdot P(100-P)}{L^2}$$





$$= \frac{1.64^2 \times 1.4^2 \times 50 \times 50}{5^2}$$

$$= 540$$

但因時間因素，只有150名接受調查訪問。

(二)資料的收集：筆者預先擬好一份問卷，交予每一位

被調查者來回答。調查員可向被調查者解釋任何不明白的

地方，但有一個缺點，就是調查員往往在不自覺中作出暗

示，使受調查者答出調查員心目中的答案。

問卷的內容分五部份：

(1)顧客在各種場合中喜愛穿著那一類的服裝，及購買





時的態度。

(2) 各人對穿衣服的特性為何影響到各種場合每日所穿，休息時候所穿，特別場合所穿中所穿的衣服。

(3) 各人生活形式有何不同，共有61條題目。

(4) 顧客對各類新款式之服裝喜愛的程度。

(5) 個人資料。即研究社會各階層之經濟情況對女性成衣在香港推銷有無影響包括中國婦女及非中國婦女。

每一份問卷約須30-45分鐘完成，問卷分中文及英文

两份，接受調查者大部份是中國婦女，年紀約在15-55歲

之間。





(三) 資料分析：

(1) MTAB (Multiple Cross Tabulation Program)

(2) Discriminant Analysis

(3) Factor Analysis

全部是用電腦代為分析。

結論：

從資料分析來看，香港是可以為為女性成衣市場。左

Discriminant Analysis 中，受調查婦女可分為三組，不跟隨

時裝潮流者有37人，跟隨時裝潮流者有101人，十分跟隨時



裝潮流者有6人。計有74.3%跟隨時裝潮流。她們都認為香港

時裝款式比外地落後一年，但實際上落後五年。入口成衣

在香港市場較好，是因為款式時髦。筆者早時曾將接受調

查者分為三組：就是經常購買成衣者，不經常購買香港成

衣者，及經常購買入口成衣者。但調查結果，發現此舉並

無意義。因香港婦女並不計較牌子及來源。故香港的製衣

業大有可為。

大部份婦女表示，如果有她們喜愛的新款式時裝，而

在市面上不能買到，則她們都願意交由裁縫度身定造，不

在乎價錢（見表1）





表					
由裁縫造		自己縫製		由外地購入	
等候有衣才購買		購買相似款式		其他	
51.4%	20.8%	1.4%	4.9%	13.9%	7.6%

香港婦女雖然有大部份是跟隨潮流，但她們對香港現時流行款式都有不同視感，因此廠家不需預先知道那一種款式將會流行，實際上香港婦女本身也不清楚。

在調查中最主要的發現是香港婦女購買能力很高，有73.6%婦女在去年的秋冬天（九月至二月），每人花在衣服上的支出超過200元。

根據 Factor Analysis，有兩個因素促使婦女購買時裝：





(1) 領導性——能領導及影響自己親友購買新款時裝的婦女，她們多是第一位去購買最新的產品，這些多是明星、模特兒及在社會上有地位婦女。(2) 美感因素——中國有一句諺語，「女為悅己者容」。女士們都希望自己有吸引力，能引起男士們的注意，因此她們很注重自己外表美醜，時常逛公司購買新裝。

筆者所提供的意見：

(一) 香港婦女都喜欢到同一公司購買時裝，她們多在精品店及專門特裝店購買，因此這西類商店是最好的分銷市場。





(一) 香港製衣廠最要找出那一種款式最為顧客喜愛，因而

及早生產，以免顧客找裁縫度身定做。

(二) 香港婦女都重視在不同場合穿着不同款式時裝，因此她

們需要各類不同款式的服裝，諸如每日所穿，休息時

候所穿，或特別場合所穿等等。廠家勢需注意此點而生

產各類不同款式的服裝，同時也需以各種宣傳及廣告來

配合各種不同產品。

(四) 顧客都重視裁剪是否合身，以及顏色等，因此必需有充

足存貨，具備各種尺碼及顏色。

(五) 顧客都想知道自己所欲買的那件衣服是什麼價錢，因此





最好把價錢標明，以免麻煩及誤會。

(六)顧客喜愛去同一商店購買時裝，因此必須有吸引顧客再來的條件。櫥窗設計很重要，必需在櫥窗內展出最新、最時髦款式，以吸引顧客入內參觀選購。

(七)逛公司是顧客的一種享受，她們在購衣服時，不希望有人騷擾，店員必需有親切和藹的態度，但不要提供太多的自己意見。

(八)很多顧客購買時裝，並非找廉價的來買，也不是等待大減價。她們是希望有公平的交易，合理的價錢。因此商家最好有自己的門市部來推銷自己的產品，這樣一方面





有合理的價錢，同時也可以知道顧客是否稱心滿意，以增加公司的信譽。

(九) 根據調查結果，香港最暢銷的時裝雜誌是裝苑和 News Weeking 時裝雜誌，這兩本都是日本出品，這表示香港時裝受日本影響很大。

(十) 櫥窗設計是吸引顧客購買時裝的主要因素，其他如時裝表演，時裝雜誌等，只是幫助了解時裝潮流趨勢及介紹新款式，並不會吸引顧客去購買。





調查的結果和筆者預擬的假設很接近，但有一點頗出意料——愈是能跟上潮流的顧客，她們在購買衣服時，心中早具備有閑時裝的一切資料，她們有自己見解，很少願意接納別人的意見。由此相反，不能跟上潮流的顧客，則大受數受他人或店員的意見影響。









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